

National CLEANER & DYER

DECEMBER, 1957

First in the Drycleaning Industry Since 1910

PHOTOGRAPHS ON COVER AND PAGE 26 COURTESY QANTAS AIRLINES



First Australian city visited on editor's speaking tour was Sydney. The map shows route traveled through Hawaii, the Fiji Islands and finally Australia and New Zealand. Account of trip starts on page 26

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dirt in your solvent can cause dull, streaked garments



—use

HYFLO

**...it removes all
insoluble soil**

J-M HYFLO®, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

®Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING

NEW! a DAVIES-YOUNG synthetic detergent that
PUTS THE DRY BACK IN DRY CLEANING!

BUCKEYE CODE 166

- **MADE ESPECIALLY FOR SYNTHETIC (SOLVENT) PLANTS**—results in the "Lint-Free Cling-Free"* Dry Cleaning Process†

- **Makes possible high water-soluble soil removal WITHOUT ADDITIONAL MOISTURE.** (Moisture can be added, but is not necessary for high-water-soluble soil removal.)

The value of an effective charge system has long been demonstrated to the industry. The next step was to create a detergent for synthetic plants that would also improve the all-important job of *REMOVING SOIL* (more of it, more quickly, and more easily than ever before). Now, with new Buckeye Code 166, the search is ended: *DIRT GIVES UP AND GETS OUT—SO DOES STATIC!*

- **FINISHING IS FASTER AND EASIER ... MORE ECONOMICAL**
- **WET CLEANING OUTMODED**
- **OUTSTANDING SOIL REMOVAL**
- **NO SHRINKAGE PROBLEM**
- **NO WRINKLING**
- **NO LINTING**
- **NO CLINGING**
- **SPOTTING MINIMIZED**

Embodied in new Buckeye Code 166 are all of the Buckeye-developed anti-static properties of which plants have so profitably taken advantage. Plant-tested properties that drastically reduce spotting and wet cleaning. Amazing safety in handling all fabrics and colors.

Act Now!

Prove to yourself these outstanding features of Buckeye Code 166! Contact your local Buckeye Distributor or The Davies-Young Soap Company and a Buckeye Representative will contact you!

*Trademark of the Davies-Young Soap Company.
†U.S. Pat. No. 2729576; Canadian Pat. No. 528758;
other patents pending.

Producers of Quality Products for the
Dry Cleaning Industry Since 1844.



"Here's why I recommend Manitowoc"

Says Robert Brandon of Brandon's Cleaners, Lakewood, Ohio

- ★ "Increased production by 20%"
- ★ "Reduced perc waste by over 15%"
- ★ "Cut operating costs by at least 25%"
- ★ "Boosted quality...eliminated streaking"

"Because our customers demand — and get — the finest cleaning available, we installed the Manitowoc 2-bath only four years after our previous unit had been put in. Our establishment has made use of five other units, but none of them produced work equal to this Manitowoc!"

"It wasn't long before our Manitowoc 2-bath perchlor installation started paying off with tangible results," notes Mr. Brandon. "We found we had increased our production capacity by 20%, reduced solvent waste by over 15%, boosted quality and eliminated streaking of clothes due to the mixing of rinse and wash solvents. As a direct result of the unit's simplicity of operation we have cut our operating costs at least 25%."

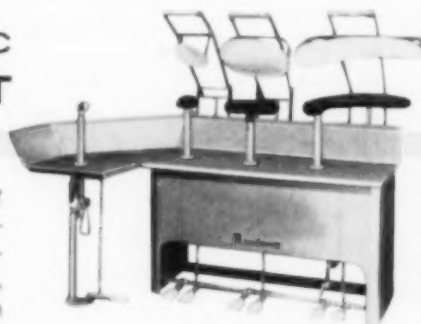
"With the Manitowoc," Brandon continued, "we increased our hourly production to 105 lbs. per hour instead of the 75 we were getting previously, and all expansion requirements can be met without the slightest sacrifice in quality."

"We needed a cleaning system that would give us maximum production with highest net profit," Mr. Brandon concluded, "and searched the market for the *most modern* equipment that would meet those requirements. I feel we have the right choice in the Manitowoc 2-bath unit."

Compare New Manitowoc FINISHING EQUIPMENT

- LOW COST
- FAST
- QUALITY WORK
- COMPLETE LINE

Compare all the advantages of the *newest* complete line of spotting and finishing equipment . . . spotting boards, spotting guns, finishing boards, puff sets, fabric head topper, triple fabric head finisher, automatic form finisher, utility and mushroom dry cleaning presses.



DELUXE TRIPLE
FABRIC HEAD FINISHER

"DIVERTI-FLO MAKES QUALITY AUTOMATIC"

Only Manitowoc has positive Diverti-Flo solvent control. Completely eliminates recleaning of garments streaked by the intermingling of wash and rinse solvents. Consistent quality production is automatic.

"MAINTENANCE CUT TO A MINIMUM"

Easy backwash is operated by a simple flick of a lever. Smooth fluid drive eliminates gear stripping when changing drum speeds. Automatic features throughout slash maintenance expenses to a new low.

"CLEAN 10,000 LBS. WITH ONE DRUM OF PERC"

Brandon's Cleaners had been getting only 7000 pounds from a drum of perchlor with previous equipment, but the new Manitowoc unit consistently produces 10,000 pounds of cleaning from each drum used. Diverti-Flo solvent control, "No-Surge-Over" distillation and efficient filtering help to extend solvent mileage.

"EASIER, HIGHER QUALITY FILTERING"

Famous Manitowoc-Olson tubular filters completely eliminate messy, time-consuming bag changing — keep solvent purer. There's no problem of cloth bags constantly clogging. The tubular system is more thorough, easier to operate, and more economical.

"COMPACT...20% LESS SPACE"

Compact, clean design keeps machine dimensions to a space-saving 104" x 30" giving Brandon's 20% more useable room than with the former unit. In the 30' x 100' shop, space is valuable — especially during the peak spring and fall seasons when a large volume of garments must be stored.

"MAXIMUM PRODUCTION WITH HIGHEST NET PROFIT"

"We want highest quality work with optimum efficiency," says Robert Brandon. "I was convinced Manitowoc equipment would give us that . . . and it has!" Why deny yourself the satisfaction of superior Manitowoc performance any longer? Join the growing number of smart cleaners everywhere who are switching to Manitowoc . . . Mail the coupon or call your jobber now for full information!



Manitowoc

A Complete Line of
DRY CLEANING and
FINISHING SYSTEMS



MANITOWOC ENGINEERING CORP., Dept. MRS-2
Manitowoc, Wis.

Please send complete information on:

- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers ☐ Stills ☐ Filters
- ☐ Spotting and Finishing Equipment

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MRS-2

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Hello, Again!

While it was good to travel to Australia and New Zealand, it is also wonderful to be back home once more. The trip was exciting and hectic and a more complete report of events appears in other columns of the magazine. As we said before, we are extremely grateful for the opportunity to represent our industry and are overwhelmed by the hospitality of our friends down under.

Meanwhile, we must face up to the day-to-day things that occur. For example, this month brings the festive holidays of the year end, and the special spirit of goodwill they engender. The following letter was sent last year by Charles Truxal, executive secretary of the Ohio State Association of Cleaners and Dyers, to his members for the holidays. It far better expresses the meaning of the season than I can and we pass it on to you, with his permission. Your customers may enjoy it.

"Dear ———

"The very first letter I wrote brought surprisingly good results. It was written in pencil and addressed to Santa Claus. On the screen of the imagination, there is a picture of that letter still. I asked Santa to bring me a pair of skates, a history of the United States, and a real gun. And he did!

"From the skates, I learned to take the bumps of life and get up with a smile. The history taught me that folks everywhere are pretty much alike, and mighty good folks at that. I didn't get along so well with the gun. It went off before I knew how to handle it.

"I still like letters, that is why I like to use them every once in a while to talk to you. This letter today reminds me of the first one long ago.

"I am writing another one to Santa Claus today. And I am telling him not to bother about me this year, but to be real good to you and yours. Like he was to me—a long, long time ago."

Thought for the Month

Those who follow the crowd are apt to get lost in it.—Art Schuelke

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Address the Editor, NATIONAL CLEANER & DYER, 305 East 45th Street, New York 17, N. Y.

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE
THE EFFICIENCY OF STREET'S



Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

GC 282 COPYRIGHT 1957

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
NO. 530,843 AND 534,730
OTHER PATENTS PENDING

NEW HUSTLE FOR '58 . . . CHEVROLET LIGHT-DUTY MODELS



A new V8! A more powerful Six!

New Chevrolet light-duty Apache models pack more hustle under the hood with a new 283-cubic-inch V8 . . . and that famous Chevy 6, the world's most popular truck engine, delivers more power than ever before!

There's new standard power in every model . . . a more powerful edition of the engine most famous for economy and dependability, the rugged Thriftmaster 6. And the optional (extra-cost) Trademaster V8 is *all new* and all set to go to work with 283 cubic inches of displacement, short-stroke efficiency and weight-saving

compactness. Any '58 Chevy lightweight you select will come equipped with a hoodful of new features that mean more profitable hauling!

A V8 that's new and bigger

The all-new Trademaster V8 is the most powerful light-duty truck engine in Chevrolet history, with 160 h.p. and 283 cubic inches of displacement. It has what it takes to keep you on top of tight schedules!

New "horses" in the Thriftmaster 6!

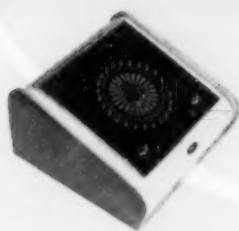
With more power (145 h.p.!) plus time-proved valve-in-head economy, this all-time favorite 6 will help you get more done every day at less cost per mile. See your Chevrolet dealer and *save* with Chevy's new brand of hustle! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Latest editions of the "Big Wheel" in trucks

NEW CHEVROLET TASK-FORCE 58 TRUCKS



NATIONAL CLEANER & DYER



THIS
simple Dialomatic
control panel . . .

...DIALED
by your counter attendant . . .



...OPERATES this space-saving
Detrex-B&G garment conveyor
system which automatically . . .

...DELIVERS the
customer's order right to your
counter in seconds. It saves time,
increases efficiency, improves cus-
tomer relations, boosts profits.
Write for details today!



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Box 501, Detroit 32, Michigan

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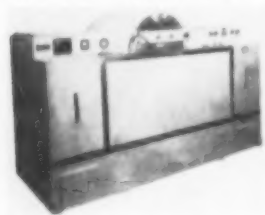
ZONE _____

STATE _____

NEW PRODUCTS

AND LITERATURE

Forse-Clean Synthetic Unit



Development of the Forse-Clean 50-pound synthetic dry-cleaning machine has been reported by the Forse Corporation. Among the features cited by the manufacturer are: center flow of solvent, which forces solvent through the garments; automatic control of solvent temperature; humidity control as standard equipment; air-operated valves for positive control of solvent; 2400 g.p.h. filter with jumbo tubes, manifold-mounted for easy service; air-operated door lock to prevent leakage; automatic lubrication, and partial distillation for each reuse cycle.

Information on these and other features of the Forse-Clean may be secured by writing to Forse Corporation, P. O. Box 639, Anderson, Ind.

Dodge Minivan Is Compact



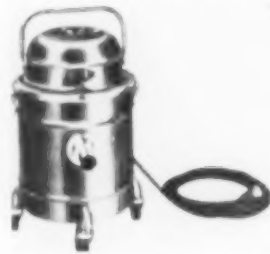
Pictured here is the new Minivan 1958 delivery truck, a recent addition to the Dodge

forward-control line. Maneuverability, low step height and ease of handling are the outstanding features of this new model for the cleaning and laundry field. The Minivan provides 164 cubic feet of cargo space, has a 95-inch wheelbase, measures 169 inches from bumper to bumper and can turn to the left in 32½ feet. The model also features a 120 hp. 6-cylinder engine and automatic transmission with push-button controls.

The new model is offered in 13 colors, 9 of them new, and 12 additional two-tone combinations.

For further information write to Dodge Division, Chrysler Corporation, 7900 Jos. Campen Ave., Detroit 31, Mich.

Lite-Wayte Vacuum Cleaner



A new 19-pound aluminum vacuum cleaner is now being offered by Hild Floor Machine Company. Model 404 features a ¾ hp. bypass motor and 4-gallon aluminum tank with nylon filter, for wet or dry pickup without filter change. A market-type handle and ball-bearing cushion casters make it easy to move or carry. The machine is designed for use with a 1½- or 1¾ inch hose and tools.

For additional details write to Hild Floor Machine Company, Inc., 1217 W. Washington Blvd., Chicago 7, Ill.

"Dry" Storage Information

Reliable Machine Works, Inc., is offering free of charge a new illustrated pamphlet explaining the nature of "dry" storage installations for dry-cleaning plants. According to Harold Friedman, vice-president of the firm, this process is a development for providing in-plant facilities for storing furs, wools, boxes, rugs and the like. The pamphlet is complete with

photographs and descriptions of required equipment.

For complete details write to Reliable Machine Works, 238 Eagle St., Brooklyn, N. Y.

Folder Describes Conveyors



Information on all types of conveyor-storage racks is given in a new circular put out by White Machine Company. Among the sizes and types of conveyors available are: standard straight-line, "L" and special shapes, conveyors that go up and down between floors, conveyors for use on the ceiling and garment conveyors that work like a slick rail.

The folder also describes the firm's U-Dial system that is used in conjunction with the conveyors for automatic dialing of customer orders.

Copies of the folder may be obtained by writing to White Machine Co., 14th St. & Lafayette Ave., Kenilworth, N. J.

Larger Boyertown Body



A new development in truck body design by Boyertown permits operators of 12-, 14-, 16- and 18-foot delivery vans to carry larger, heavier loads with the same maneuverability and load access advantages as smaller delivery trucks. Called the Merchantvan, the new unit was developed and is now being produced by the Boyertown Auto Body Works, Boyertown, Pa.

The van can be entered from the cab just as in smaller de-

livery trucks. The interior load space on all vans up to 18 feet long is 88½ inches wide and either 78 or 84 inches high.

Because of its functional, forward-control design, the Merchantvan provides a larger load space and offers the operator a truck that is approximately 3 feet shorter than the conventional cab and chassis of the same capacity with van body attached.

The driver area features a dome light, a storage compartment above the windshield, tilt-forward adjustable driver's seat with hinged back, two rear view mirrors and two heavy-duty windshield wipers.

Other features of the new truck include an entirely removable radiator door and grill assembly on the front of the cab, for full and immediate access to the front of the engine. A hinged floor within the cab provides quick access to emergency brake, battery and transmission.

Marking Aid by Newhouse



A recently introduced indelible ink formula, KD-7, is guaranteed to withstand all types of cleaning solvents and charged systems, according to E. J. Newhouse, president of Newhouse Specialty Co., Inc., 3827 San Fernando Rd., Glendale 4, Calif. The ink is designed for use with Newhouse ball point pens. Pens No. 1 and 2 are made for drycleaning marking, and pen No. 3 is for laundry marking.

Meter Checks Solvent Rate



Ruppert See-Flow solvent flowmeter has been designed to provide a simple, direct reading of solvent flow rate. The device requires no upkeep and

Continued on page 56

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



Mister,
much less on
page 39!

Jean Smart

SIGNS of the TIMES

Tags Spotlight New Finish: To merchandise Syl-mer, a new silicone fabric finish developed in its laboratories, Dow Corning Corporation has announced that garments treated with the process will bear gold, black and white hang tags. Syl-mer is said to make textiles water-repellent, wrinkle-, spot- and stain-resistant. Attached by the manufacturer, the tags contain informative data on the finish as well as notes on the care of treated fabrics.

Dow Corning has also launched a nationwide promotion to support the tagging drive. The program includes advertising in leading consumer publications and an intensive radio and merchandising campaign in 15 key market areas, in cooperation with participating retail outlets.

#

Safety Promotion: "Safety Slogans . . . From Everywhere, For Everyone," is the title of a new booklet published by the National Safety Council. The leaflet contains more than 1,000 slogans to fit any safety situation.

Copies can be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

#

Goodwill Gesture: Extending American hospitality through its services, Swan Cleaners, Columbus, Ohio, cleaned garments for 60 persons from 15 nations recently. These individuals were guests at the World Plowing Contest held in Columbus.

#

Consumer Education: To eliminate some of the bugaboos connected with drycleaning, Dr. Hartley Currie, general manager of the Dry Cleaners Institute (Ontario) Limited, gave a talk to an open meeting of the Peterborough branch of the Canadian Association of Consumers. Noting that less than 1 percent of the garments received cause trouble, Dr. Currie went on to discuss various types of fabrics, stressing the importance of regular drycleaning.

The Drycleaners Institute (Ontario) Limited has retained Thompson Research Services to study fabrics which usually fail in drycleaning. This an-

nouncement was made by Mrs. Mary Humphries, national textile chairman of the Canadian Association of Consumers. Mrs. Humphries urges women to refuse to buy a garment unless it is guaranteed drycleanable or washable. Only thus, she claims, can manufacturers be forced to provide serviceable garments.

#

Clothing Flammability Exhibit: A technical display of flammability testing equipment highlighted a recent clothing flammability exhibit installed by the National Retail Dry Goods Association in the United States Department of Commerce Building in Washington, D. C. The testing feature was prepared by the Research Committee on Flammability of Clothing Textiles of the American Association of Textile Chemists and Colorists. Equipment shown included a flammability tester, brushing device and dry-cleaning tumbler.

The display was one of 18 exhibits on commercial standards sponsored by a variety of trade groups.

#

Public Service: Bertrand Abbazia has been chosen to head the Union County (N. J.) 1958 Heart Fund drive. Mr. Abbazia, who is the proprietor of Done-Well Cleaners, New Providence, has served as New Providence drive chairman for three successive years.

Glenn E. Seaman, owner of American Cleaners and Superior Laundry, is currently serving as a member of the Santa Maria, Calif., board of education. Mr. Seaman is former mayor of Santa Maria.

To support the National Safety Campaign, R. F. Phelan, manager of Redland Cleaners and Launderers, Inc., Homestead, Fla., mounted safety posters on a company truck. The posters advised motorists to protect children by driving carefully. The truck was parked in school zones from South Miami to Florida City during the month of September.

To cooperate in the Bay Area United Fund campaign, the Southwestern Oregon Dry Cleaners Association designated a United Fund Tie Week. During this period all the charges collected for ties at member plants were contributed to the drive.

In the Port Umpqua (Ore.) area Vern Collier of Reedsport Cleaners and Collier's Laundry, and Del Crowell of Reedsport Laundry and Thrifty Cleaners, Reedsport, combined to operate a similar campaign.

#

Australian First: Development of a process to fix creases in wool trousers and pleats in wool skirts has been announced in Australia. According to the report, the treatment does not damage wool. The garment is sprayed with a chemical solution and then steam-pressed for 15 seconds. Creases and pleats have survived even when garments have been hosed or soaked in warm water, and skirts have retained pleats after drycleaning, it is stated.

The process has been in development for over seven years at the wool textile research laboratories of the Commonwealth Scientific and Industrial Research Organization. The trademark, So-Ro-Set, will be used on goods treated by this process.

The So-Ro-Set process also tends to prevent woollens from being crushed, but the organization is not yet prepared to make a definite statement on this ability. The present aim is to produce "drip-dry" woollens.

#

Camel's Hair Notes: A perennial fashion favorite with both men and women is camel's hair. In a recent release aimed at consumer publications the NID observes that genuine camel's hair is very expensive and not too common. However, the term "camel's hair" is now commonly used to describe a class of coating made of soft, silky, heavy woolen fabrics, usually tan or brown in color, with little or no camel's hair present.

Serviceable for the most part, these fabrics do have a few disadvantages. They show soil readily because of their light color, are susceptible to abrasion or rubbing and may show signs of wear with one season's use.

The Institute advises consumers to have their camel's hair coats cleaned before the soil becomes deeply embedded in the fabric. If the coat is a genuine camel's hair, the processing should be discussed with the dry-cleaner, because it will require special handling for satisfactory results.



"I'm going to college some day...

thanks to

VIC'S ECONO!"

"Lucky me . . . I've got a wonderful daddy! That's him over there near his new Vic Econo Cleaning Machine. He just told mommy he's made so much money since he bought his Econo that he's got my college education in the bank now!

"See my mommy there behind the counter? She's so happy she's singing! You see, she operates our Econo sometimes, and it came equipped with that swell Trans-O-Muck feature plus Vic's Automatic Self-Cleaning Filter. She doesn't have to handle that messy muck any more . . .

"Those nice Vic people are even helping my daddy with his accounting, plant layout, and advertising. Mommy told me something real nice. She says that once the Vic people get a new customer, they watch out for his welfare. They just don't lose interest in him . . . no sir . . . any more than my folks ever plan to lose interest in me!"

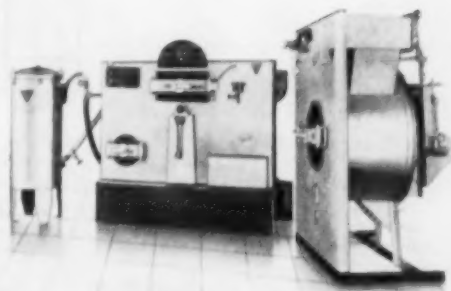
VIC'S ECONO is fully automatic—not just partly.

VIC'S ECONO takes 40 lbs. per load.

VIC'S ECONO offers one- or two-bath strong soap unit.

VIC'S ECONO needs no costly foundation.
(spring mounted)

VIC'S ECONO saves labor: operator loads and unloads
—that's all.



Write for your **FREE Econo Booklet**
Dept. ND - 289

*dedicated to helping
your business grow*



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CAPACITIES FROM 20 TO 100 LBS. PER LOAD

SALES AND SERVICE IN ALL PRINCIPAL CITIES

**IMPROVE
YOUR QUALITY,
INCREASE PROFITS
—WITH DEODORIZED
APCO 125!**

Deodorized APCO 125 produces odor-free drycleaning, gives a softer, newer feel to finished garments, and eliminates shrinkage and color bleeding. These advantages increase your volume AND your profits. See your Stod-Sol distributor!



PRODUCERS • REFINERS

ANDERSON-PRICHARD *Oil Corporation*

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

NATIONAL CLEANER & DYER

For Proven **RELIABILITY** Insist On *Adjusta-Form*

SO SIMPLE - NO REACHING
OR STOPPING TO READ
AND SET DIALS



Today—it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically—without lost motion. If you want unvarying high quality finish work—check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

**The Form Finisher That's Been
Proven Dependable Over The Years!**

**It's Best Because It Offers Simple
Design — Simple Operation.**

What Could Be Simpler Than **ADJUSTA-FORM Step-O-Matic**? Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

Compare Adjusta-Form's Quality Features and Construction.

Ventilated, Insulated Adjustable Shoulder Design eliminates condensate. Provides a better shoulder finish on any garment or material.

10-inch Jet Steam Diffuser gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

Soft Cushioned Front Clamp leaves less impression. Allows better steam penetration, more pass ups.

Step-O-Matic Feet Control leaves operator's hand free for garment adjustments.

Step-O-Matic Precision Timer always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

Long Life Bronze Bearing—gives easy, lasting revolving action.

Adjusta-Form Reliability Costs No More—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

Wichita Precision Tool Co.,
450 N. Seneca, Dept 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

Company Name _____

By _____

Address _____

City _____ State _____

BUSINESS BUILDERS

Revolving Salesmen Promote Sideline Services



Two large cubes sit in the window of Flair Cleaners, Coral Hills, Maryland, advertising various sidelines the plant offers. The plastic shells are white with red and black lettering along the four sides.

The shells sit upon a revolving wheel that allows all sides of the cubes to face the store front at one time or another. The cubes are lit at night and provide an attractive means of attention-getting.

Since Flair is a drive-in and located in from the street the cubes were made in 3-foot dimensions so that they could be seen by persons walking outside the plant.

One cube advertises "tailoring on the premises," "complete laundry service," "suede and leather cleaning" and "insured cold storage." The other shell tells of "dyeing," "free mothproofing," "reweaving" and "shag rugs."

Tags Tease Customers Into Recognition

Stero Cleaners
Atwater 2706

MINOR REPAIRS
WE'VE MADE
ARE CHECKED

☐ BUTTONS
☐ SEAMS
☐ POCKETS
☐ LINING
☐ FASTENERS
☐ CUFFS
☐ HEELS
☐ LOOPS
☐ LABELS
☐ COLLAR
☐ VENT
☐ PADS

LETTER THINGS MADE
OUR BUSINESS BIG

Taking the pattern of irritating radio commercials that are repeated over and over, Harold Erreich of Stero Cleaners in Buffalo, New York, has tried a type of repetition to irritate his customers into noticing the extra services he provides.

As many button tags as possible are placed over a garment to keep the customer's attention on Stero's many services. When a customer receives his garments he has to take off as many as six tags before his garment is ready to wear.

Tags are placed on garments telling

of mothproofing or sizing that has been done, waterproofing that is needed, minor repairs that have been made, along with tags telling of the plant's other sidelines. A book of matches also is placed in one pocket of each garment.

The tags have caused such comment that if one is missing from a garment, Stero receives many phone calls from customers asking what happened.

Parking Angle



To make things just a bit easier for the motorist who comes to pick up finished garments at the plant, Fred-

rick Cleaners, Los Angeles, California, has installed diagonal parking. Located on a corner lot on a heavily traveled street, the plant has a parking area of 50 feet by 105 feet along the length of the building.

Since Fredrick Cleaners deals with a clientele in the upper middle and upper income groups (base cash-and-carry price is \$1.85 on men's suits and \$2.60 on dresses) many customers drive up to the plant in "big" cars. With this in mind owner S. F. Fredrick and son Bob designed a parking area to accommodate the large cars. The black-topped area along the side of the building has been marked off in such a manner that diagonally parked cars can open every door without touching the next auto, as shown in the photograph.

Strangely enough, according to Bob, only one space was lost as compared to the conventional spacing of diagonal parking. And most important—the lady drivers, of course, love it.

"In the Bag"



The picture tells the story of an unusual promotion that recently marked the face-lifting of one of the plants of 80-year-old Independent Cleaners in Louisville, Kentucky. The promotion, conceived by general manager Roy Allen and staged with the aid of plant manager Carl Durham, proved a literal "traffic stopper."

The renovated plant is located in downtown Louisville on an extremely busy street, and is passed by thousands of cars a day. To attract attention to the plant's new drive-in facility, and specifically to advertise plastic

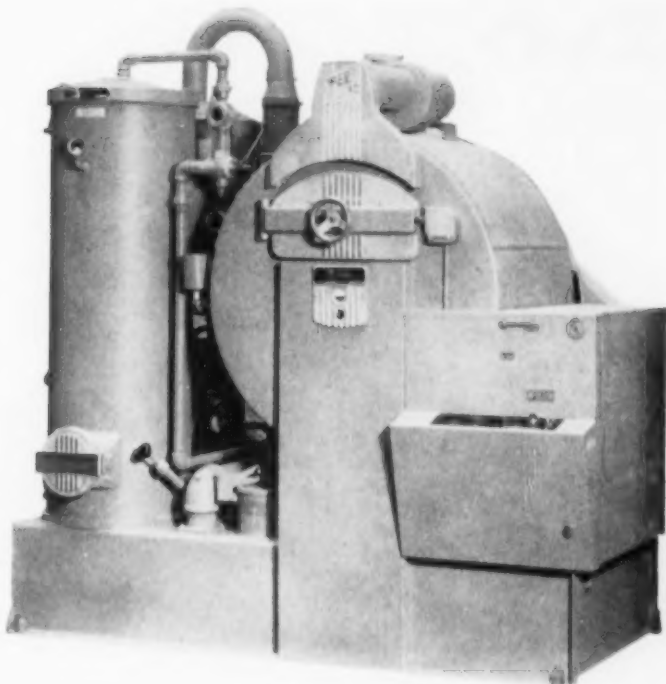
Continued on page 18



We've got it . . . built-in!
MUCK RECOVERY UNIT

Recovers two to four gallons of Perc per daily back-wash . . . PLUS keeping Monel Tubular Filter sludge-free and clean . . . and at efficient low pressure for fast circulation of solvent.

Optional on all Mercury Perc Units, and on all separate Monel Tubular Filters. Sludge transfer by quick-opening valves . . . no handling. Minimum steam consumption.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

mercury numatic

PERCHLOR

44-lb. units
 Muck Recovery Unit (optional)

PETROLEUM

48-lb. units
 140-F or Stoddard

Anyone in your shop can operate the fully automatic Mercury Numatic . . . with better results and lower costs . . . because the TIMER never forgets or delays. Labor savings . . . at minimum wage rate . . . easily pay for your Mercury . . . on lease or purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

4500 SUCCESSFUL MERCURY OWNERS

Many larger Cleaners choose two Mercury Units for better load classification

MERCURY CLEANING SYSTEMS, INC.



1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710



R. W. STORMER, Office Manager of Sanitary Laundry and Dry Cleaning Company.



OPERATORS using National machines specially-designed for Laundry and Dry Cleaning establishments.



A NATIONAL SYSTEM provides this laundry with efficient time- and money-saving techniques.

"Our *National* System saves us \$7,500 a year... pays for itself every 10 months."

—Sanitary Laundry and Dry
Cleaning Co., Knoxville, Tenn.

"Our laundry operation requires precise and instant computation of separate totals for drivers, branch, and numerous sundry services. Our National System solves these complex accounting problems," writes R. W. Stormer, office manager. "Through immediate availability of totals assigned to these accounts, our National System eliminates weekly rush periods—reduces overtime too!"

"Our Nationals provide an original printed record of each transaction

for our routemen. They also certify customers' records, routemen's records, and office records, give control over every entry made. Laundry lists are now entered easily, quickly, and legibly—thus eliminating mistakes.

"Through increased efficiency and better record-keeping, our National System saves us \$7,500 a year, pays for itself every 10 months!"

R. W. Stormer,

Office Manager of the
Sanitary Laundry and Dry Cleaning Company

Your laundry, too, can benefit from the time- and money-saving features of a National System. Nationals pay for themselves quickly through savings, then continue to return a regular yearly profit to you. For complete information, call your nearby National representative today. You'll find him listed in the yellow pages of your phone book.



*TRADE MARK REG. U. S. PAT. OFF.

National
ACCOUNTING MACHINES

ADDING MACHINES • CASH REGISTERS
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

989 OFFICES IN 94 COUNTRIES

HIGHEST- PROFIT Combination



The
✓ **Econo-matic®**
CLEANING UNIT
WITH THE
✓ **Econo-miser**
(TRADE MARK)®
**SOLVENT
RECLAIMER**



Prosperity

offering the

Lowest Investment per pound, per hour

One-Bath Operation: 5 Loads (180 lbs.) per Hour

Two-Bath Operation: 3 Loads (108 lbs.) per Hour

- Fully Automatic
- Full Capacity Distillation
- Double-Button Trap
- Karbate Condenser, unexcelled in condensing solvent vapors . . . non-porous, non-corrosive and trouble-free.
- Extractor Interlock
- Open-Pocket
- 36-pound Capacity

THE NEW ECONO-MATIC, the highest production two-bath unit ever offered has all features necessary for large volume production at lowest investment and operating cost. Uses straight solvent, charged soap, or soap to each bath. Wash time is variable from 0 to 30 minutes. Dial can be set for any desired time and the entire cycle is automatic, including drain, extract, rinse and final extract. Signals when cycle is complete.

THE ECONO-MISER is available only as a companion to the Econo-matic. Over-sized lint bag cleaned rapidly. "Trigger lock" door catches are adjustable, easy to operate. Complete with water separator.

Copyright 1957, The Prosperity Co. *Trade Marks, The Prosperity Co. Inc.

AUTO-MISER *Solvent Reclaimer* (Trade Mark)

Fully automatic operation . . . 36-lb. and 45 lb. capacity . . . Program timer provides variable drying time with automatic cooldown, deodorizing and water control.

The PROSPERITY
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES
SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Company Inc.

Main Office and Factory, SYRACUSE 1, N. Y.

Sales, Service and Parts in Principal Cities

BUSINESS BUILDERS

Continued from page 14

packing, two professional models were hired. Dressed in plastic garment bags, they stood on a platform constructed at the base of the large drive-in sign.

According to plantowner C. E. Walker, thousands of pedestrians and drivers stretched their necks to see the unusual display. He reports the score after several days of this activity: three banged fenders and one slightly scratched bumper—no real harm done.

A Winning Game

There is everything to gain and nothing to lose for Progressive Cleaners, Arlington, Virginia, so far as shirt boards are concerned. After the plant installed a shirt unit, it was contacted by a Washington, D. C., advertising agency that offered the plant free shirt boards.

On each board the ad agency had sold advertising and had worked up a

gimmick called "Laund-O-Game." The game is played with the shirt boards and winners can earn several valuable prizes. On the bottom of each shirt board are seven scrambled letters of the alphabet. Most of the letters are found in the word "laundry" but at least one of the letters is missing. These missing letters may be found on another board.

When a customer has saved boards containing all seven of the letters in "laundry," in any order, he may go to each of the firms advertised on the board and receive a baby stroller, a tropical plant, a free grease job for one year, three slenderizing treatments, a humidifier for the furnace and a kitchen mixer.

As we said before, Progressive has nothing to lose. At the same time it receives free shirt boards provided by the ad agency. The boards are of good quality and would cost the plant several hundreds of dollars a year to purchase.

Then, too, the plant has an opportunity to increase shirt volume with this gimmick. Customers will get engrossed in the game and will be more apt to send shirts to Progressive than to a plant that does not use the shirt boards.

When the Rains Come

When is the best time to remind customers—and prospective customers—that their outer garments can be weather-proofed?

Wide-awake cleaners sell this service in their plants—all the time. Denver's New Method Cleaners immediately follows stormed-out outdoor performances and sporting events with newspaper advertisements pointing out that the spectators' outer garments should have been weather-proofed.

As an example, after a recent outdoor performance of a famed opera, New Method's ad followed the rained-out performance with copy reading:

Brunnhilde Got Wet . . . when the rains came—and so did thousands of spectators. Exceptions were those whose outer garments had been weather-proofed at New Method Cleaners so that they are water-repellent, so that they shed showers and aren't daunted even by a down-pour. Be weather-wise! Next time you have jackets, sportswear, coats . . . even suits cleaned at New Method, ask for weather-proofing. It costs just a few pennies more. Call . . .

Customers like the New Method reminder. Many new customers like the ads because they were not aware that their garments could be made weatherproof again when they were cleaned.

All at your finger tips—

5 fool-proof TAGS

with countless special applications to your marking-identification system

All will vastly improve the results and performance in each department of your plant

All are proven money and time savers, -so easy to use!

Uses explained in detail in this free catalog

Just off the Press

MAIL COUPON TODAY

PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.

Mail me your NEW, FREE Instructions Catalog of Pre-printed Marking and Identification Tags!

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____ STATE _____

1957 N. C. D.

No training required, any employee can learn to use Pre-marked Tags in 5 minutes.

...or ask your jobber

PRE-MARKED, the Industry's Name for STRIP-TAGS



IT DOESN'T SEEM RIGHT . . .

to let this year come to a close without extending our best wishes for the Happiest of Holidays to everyone.

We feel all warm inside when we think of your wonderful acceptance of our Planned Procedures containing the five Eaton Stories printed thus far. It was just a year ago this time that we printed our first Eaton Story . . . The Bleaching Story. We intend to maintain this service for our many friends in the industry. And in keeping with this premise, we have prepared a special holiday printing of "The History of Dry Cleaning," which tells how dry cleaning originated and illustrates the progress we have made since its beginning in France many years ago.

We felt sure the thousands of folks who comprise this \$1,750,000 per year industry would be interested in this new addition to their other Eaton Stories. The History of Dry Cleaning is generously sprinkled with pictures of the "old" and the "new." This History of Dry Cleaning is our final salute to the N.I.D. Golden Anniversary and to the thousands of people within the industry who made this anniversary possible.

Please write for your copy NOW. It's available to you FREE by merely sending us your name and address with your request.

P.S. If you do not have our Planned Procedures, just tell us and we will send it along with your copy of The History of Dry Cleaning.

Eaton Chemical and Dyestuff Company
1490 Franklin Street, Detroit 7, Michigan
Canadian Plants: Toronto and Windsor



GADGETS and GIMMICKS

Pegboard Helps Housekeeping



Here is a worthwhile gadget from a plant full of good ideas. Plant manager Charles "Bud" McBrien of Sudden Service Drycleaners at Fresno, California, demonstrates a toolboard he devised.

The board serves a double purpose. It provides a handy place to keep the tools used in the normal daily operation of the plant. Its other function is to act as a screen to shield the storage area behind it, where odds and ends of small supplies are kept.

Button Reminders



In an effort to give the customer best service possible, Peoples Cleaners, Norristown, Pennsylvania, is pledged to replace all missing buttons on all apparel brought in to the plant. Since Peoples does over 5,000 shirts a week, along with the drycleaning work, it has taken on a big job.

To keep before employees the thought of replacing missing buttons and being on the lookout for damaged buttons, owner Vince Couchara has

found this gimmick. Large round signs in the form of buttons, about 8 inches in diameter, were attached to the light cords in the marking, finishing and inspection departments and the area covered by the shirt unit.

In black letters on each side of the signs are the words, "Watch All Buttons." To make the signs more noticeable one side was colored green, the other orange. With these reminders placed throughout the plant, the management finds that customer complaints about missing buttons have been practically eliminated.

Tie-Cords Save Nets



A gimmick used by several linen supply plants and some laundries has been adopted by the Odorless Cleaners in Carlbad, New Mexico. Short handle-tie cords are wrapped several times around the neck of nets containing fragile materials, and secured by metal ends.

In the above photo superintendent Tommy Martin shows that the knot is simple and neat. The nets won't open accidentally because of the metal clips. But they can be undone quickly and easily by the employee. The tie cord is also more acceptable than the pin method, because it does not snag the nets causing tears and replacement of nets.

Dyed Bags Solve Problem

Before each routeman of Stero Cleaners in Buffalo, New York, goes out on his route, he takes a number of bags in which to put each drycleaning order. A problem arose when the first routeman out each morning would grab an extra-large handful of the bags and leave only a few for the other three routemen.

When the other men complained about the lack of sacks, Harold Erenreich found he had a problem. There was no way to determine which man was taking the extras since the bags were identical, and to buy more would be an unnecessary cost.

Then Mr. Erenreich hit upon an idea to keep the routemen honest and to identify each man's bags. Since the routemen each had a different color invoice, he decided to divide the sacks into four quantities and dye each group the color of a different invoice.

Therefore, if one driver brought in orders in sacks the color of another driver's invoices, it would be easy to spot which man was taking more than his share of bags.

As soon as the bags were dyed, the case of the missing bags was solved; each driver took his share and no more.

Homemade Hanger Rack



The pesky job of storing and distributing hangers has been neatly solved at Elite Cleaners & Dyers of Pasadena, California. The rack is built of metal, and accommodates five tiers of hangers. It holds 3,000 plain wire hangers, or 750 hangers when round trouser guards are used.

The bottom frame of the rack is 1½-inch channel iron, fitted with swivel casters for easy transportation. Two ¾-inch upright pipes support the crosspieces, which are made of ½-inch pipe 6 feet long. The few dollars spent on the assembly has more than paid for itself in time and space saved.

**spot
removal
in the
wheel**

**pre-spot re-run
method**

**bath
method**

**dipping
method**

**sifter
method**

**no matter which
method you use**

THE IR-SIR PROCESS

of spot removal

is the most dependable

**FOR TURNING OUT BETTER WORK WITH
GREATEST SAVINGS IN SPOTTING COSTS**

*The manufacturing facilities, the laboratory skills, the integrity
of the house...stand behind all products of Wallerstein Research*

DRYCON

**CONCENTRATED
DRY SIZING**

**FOR RESTORING FABRIC FINISH
TO THE GARMENTS YOU CLEAN**

**Two Superior, High Quality Products
That Are Building Sales Volume And
Good Will From Coast to Coast.**

SACON

**WATER SOLUBLE
SIZING**

WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.

EDITORIALS

Tool for Small Business

Over the past several months we have been pointing up the dangers of the extension of the Federal wage-hour law to include drycleaning and other service industries. Such an act can only weaken our competitive position, bring price increases and cause layoffs. Beyond that is the moral question of Federal controls over what is basically an intrastate business. This matter will come before the next Congress.

Your past comments indicate that the majority of you agree with us. But the problem needs more than passive agreement with our stand. It requires aggressive action by each of you.

There is now available what can be a most effective weapon for your use in this fight. The Chamber of Commerce of the United States has just produced a film dramatizing the effects of this legislation on small businesses. It is entitled "Crossroads: Main Street and the Minimum Wage." The film is 16 mm, black and white in sound.

We can think of no more effective way of getting across such an important message. It should be used in state and local association meetings. Many of you are entertainment chairmen of your local service clubs. The message is equally important to your fellow small businessmen. We suggest you arrange for showings to them, too.

The film may be rented for three days at the nominal rental of \$5. The Chamber of Commerce has copies of the film available at its regional offices in Minneapolis, New York City, Dallas, Chicago, San Francisco and Atlanta.

You will do yourself and the industry a real service if you put this important tool to work.

What's good for other industries is good for drycleaners. And based on trends, the outlook for 1958 is favorable. In agriculture, for example, the Soil Bank has reduced total acreage of wheat. Corn production is likewise down. The net result will be a firming of prices for these basic crops. Larger feed crops have been produced instead. With cattle and steer prices advancing steadily, the entire picture for farmers looks good.

In housing, there has been some drop-off in private dwellings, but this is offset by business and government building. The Federal highway program, passed by the last Congress, is just now getting into high gear; will carry on for some 10 years.

Things are looking up for

the aggressive, quality-minded cleaner.

As drycleaners, or businessmen, we are constantly faced with decisions. The understanding of decision-making will be emphasized more than ever within the next 20 years. In the past score of years advances in organization theory, human relations, economic analysis and market research have been made. With these tools, our ability for decision-making will grow.

This will work best for us if we remember the four basic steps in reaching any decision. They are: (1) defining the problem, (2) defining expectations, (3) developing alternative solutions, and (4) knowing what to do after the decision is reached.

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NATIONAL CLEANER & DYER

**NOW AVAILABLE—AFTER TWO YEARS TESTING—THE NEWEST
and GREATEST FINISHING DEVELOPMENT**

BISHOP

CUSHNTOP

BUK-COVER & BUK-PAD

**COMPLETELY NEW!
TOTALLY DIFFERENT!**

**NEVER BEFORE
ANYTHING LIKE IT!**

**PERMANENTLY-RESILIENT ALWAYS—FLEXIBLE SURFACE THAT "HUGS" THE FABRIC
LETS THE BUCK ADD TO FINISHING...MAKES PRESSES AND PRESSING—TWICE AS GOOD**

**NEW SHOCK ABSORBING
HEAT RESISTANT PADDING
NEVER SHIFTS—NEVER LUMPS**

CROSS SECTION
CUSHNTOP

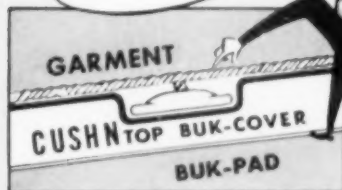
**NEVER LOSES
ITS RESILIENCY
NEVER LOSES ITS SHAPE**

F-L-E-X-I-B-L-E
SURFACE CONFORMS TO
PRESSING
CONDITIONS

SPEEDS PRESSING
BOTH BUCK-STEAM AND
VACUUM ARE FASTER, BETTER

PATENT APPLIED FOR

**GIVES BUTTONS
AND SEAMS
A PLACE TO GO**



**FINISHES
UNDER SIDE
WITH NO SHINE
... NO MOIRE**



**TAKES THE SHOCK
OUT OF PRESSING...
FOR MORE FINISHING
WITH LESS EFFORT**



**STOPS
GLAZED SEAM
IMPRESSIONS**



**CUSHNTOP BUK-PAD & BUK-COVER SETS
TO FIT ALL "UTILITY" PRESSES**

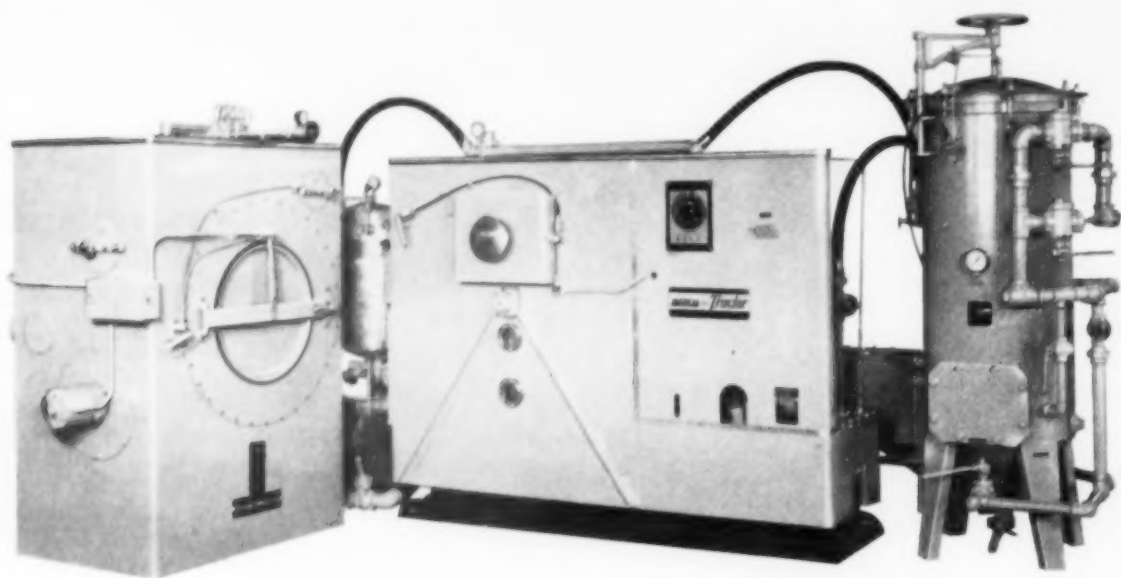
MODEL 18—20 Mushroom or "Topper".....	\$ 9.95	per set
MODEL 38—41—42—45 Utilities	\$18.95	per set
MODEL 43—48 "Legger," and 47—52 Utility.....	\$24.95	per set

Special sizes made to order



BISHOP DAVID FREEMAN CO.

MFRS., EVANSTON, ILLINOIS, U.S.A.



American Model 60 Truclor 2-Bath Unit with American-Piazza Sludge Accumulator-Stripper. Using a charged soap solution, the Truclor thoroughly cleans up to 125 pounds of garments per hour, provides maximum savings in labor and supplies.

Separate filters for both wash and rinse baths, and continuous distillation of rinse bath keep solvent exceptionally pure. Built-in, above-ground solvent tanks require no special foundation, make installation easy.

Another American exclusive . . .

TRUCLOR DRY CLEANING UNITS NOW FURNISHED

American Cleaners Equipment Company • Cincinnati 12, Ohio

Division of The American Laundry Machinery Company

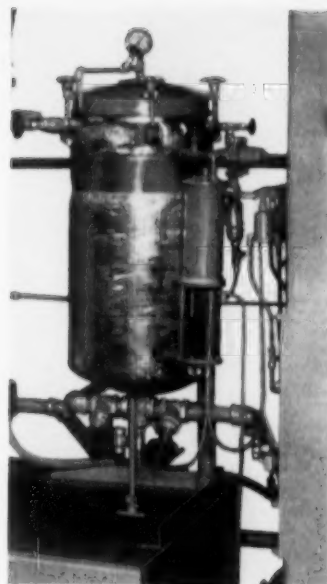
Even the finest products can be improved upon, and the American Truclor Dry Cleaning Unit is no exception. Addition of the American-Piazza Sludge Accumulator-Stripper as standard equipment enables us to make the Truclor an even finer dry cleaning unit than ever before. Here's why an American-Piazza equipped Truclor will mean greater profits for you:

American-Piazza equipped Truclor saves solvent. You save two to four gallons of solvent every back-wash. This means many more garments can be cleaned with each drum of solvent.

American-Piazza equipped Truclor guarantees the finest-quality cleaning. The secret, of course, is clean filters. Daily back-wash, a simple operation with Piazza, prevents pressure buildup by keeping filters free of sludge, provides maximum circulation of solvent for top-quality cleaning.

American-Piazza equipped Truclor saves time and labor. Simple to operate. A quick turn of valves will back-wash filter sludge into Piazza Unit while the day's last load is being dried. After draining overnight, solvent contained in the sludge can be virtually 100% recovered in a 2½ to 3 hour period—without interfering with normal operation of dry cleaning unit. No messy transfer of dirty sludge from separate accumulator to a separate cooker encourages operator to back-wash filter daily.

Find out how a Truclor Unit with an American-Piazza Sludge Accumulator-Stripper will save solvent, improve quality of cleaning and increase unit production in your plant. Ask your nearby American Man from the Factory for a personal demonstration, or write for catalog BF543-002.



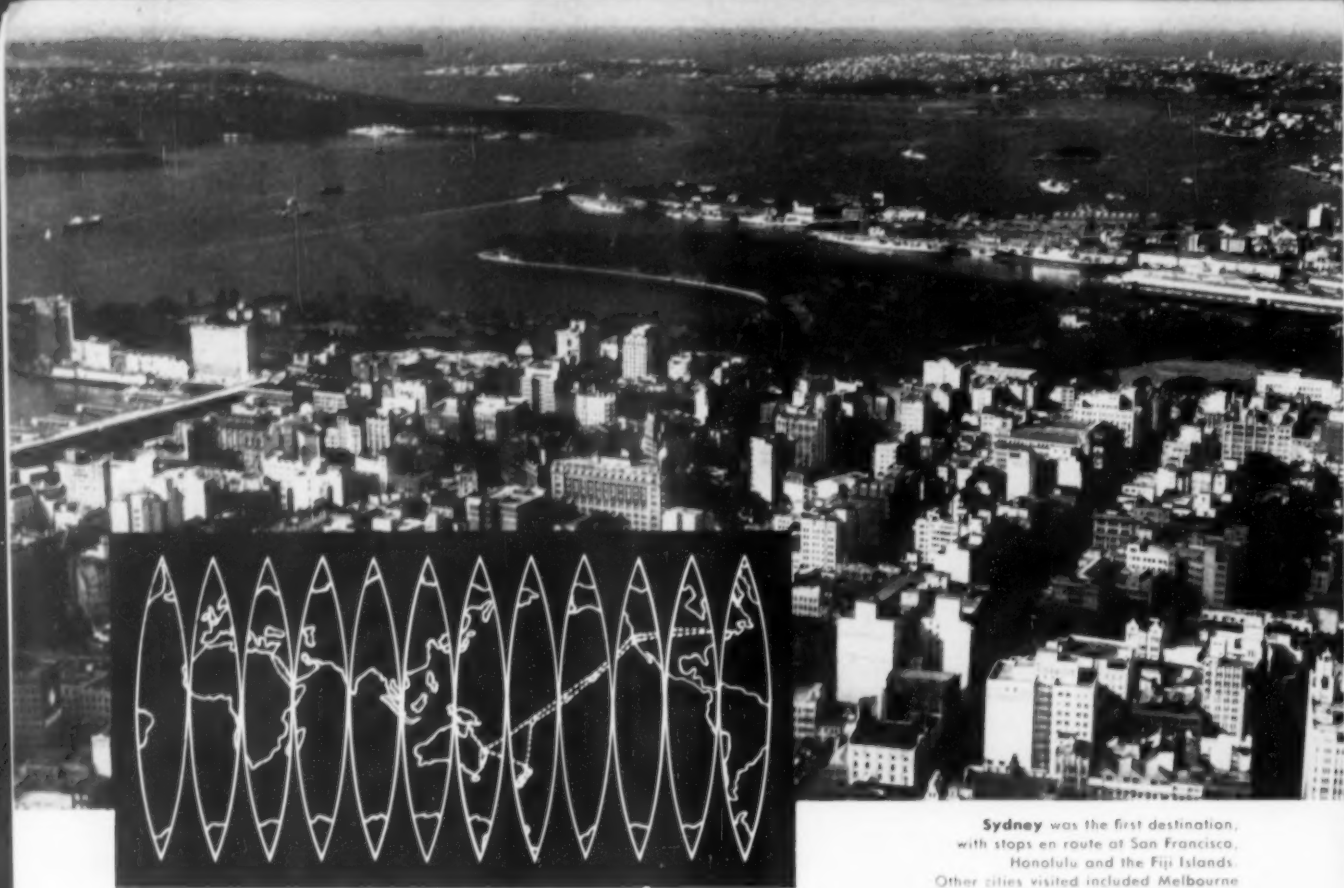
American-Piazza Sludge Accumulator-Stripper can be mounted right on auxiliary solvent tank to save floor space. Spun glass and aluminum foil insulation around the Piazza Unit prevent excessive heat loss and recondensation, reduce steam consumption to less than one boiler horsepower per hour.

WITH AMERICAN-PIAZZA* SLUDGE ACCUMULATOR-STRIPPER

**As part of a continuous program to provide the dry cleaning industry with the finest products available, The American Cleaners Equipment Co. has secured ownership and manufacturing rights on the famous Piazza Sludge Accumulator-Stripper. The American-Piazza is now furnished as standard equipment exclusively on Models 30 and 60 Truclor and Synclor Dry Cleaning Units.*

You can expect more from

American
American Cleaners Equipment Co.



Sydney was the first destination, with stops en route at San Francisco, Honolulu and the Fiji Islands. Other cities visited included Melbourne and Hobart in Australia.

A REPORT ON OUR INDUSTRY

Half Way Around the World . . .

Cleaning plants, conventions, conviviality

*highlight editor's speaking tour
of Australia and New Zealand*

By ART SCHUELKE



PART I—AUSTRALIA

WHEN YOU FINISH reading this report, you will say it just couldn't have happened. Had it not been experienced by me, I would agree. Even now, were it not for the tangible evidences I have of my fantastic trip to Australia and New Zealand, I would swear it was all a dream.

Perhaps of greatest interest to you will be a comparison of industry

trends in those countries with the United States and Canada. To give this fabulous experience some continuity they will be woven into the story as they revealed themselves to me.

But let's begin at the beginning. The tipoff on what lay ahead occurred before I ever left the office. The loyal crew that works with me set the stage for what was to follow. They stayed

HOW DO AUSTRALIAN PLANTS COMPARE WITH OURS?

IN A BROAD SENSE, there is little difference in cleaning between the two countries. . . . The quality of work and service is essentially the same. The charged-system method of cleaning is popular, nearly as universally in use as in America.

But a closer look reveals some very sharp differences. . . . When I was there, synthetic cleaning was nonexistent. There have been trade barriers against the importation of perchlorethylene. (This seems about to change, since a large manufacturer of perk has applied to manufacture this solvent in Australia and it appears that permission will be granted.)

It has been well-nigh impossible for Australian cleaners to obtain dollars for the purchase of American equipment. . . . When I was there, none of the plants I visited was able to use detergents from the United States. The same applies to imported American cleaning or finishing equipment. Some items are manufactured in England and Australia itself that are of American design, and these few are produced under license.

Most of the equipment is from Europe. If the dollar situation ever eases American manufacturers will have a field day here. . . . There is a crying need for modern spotting boards, for instance. One of the biggest plants has some 10 girls spotting silks, without a steam gun. There is one steam gun in the department but this is rarely used.

The reason? The perforations on the stainless top of this one board are quite large, and when the gun

is used, fabrics are easily damaged. Monel screen tops, plus air and vacuum on the boards, would enable this plant to halve its spotting staff. . . . In addition, it would gain hundreds of square feet of valuable space by the elimination of drying cabinets. And this plant is not an isolated case. Rather, it is typical of most.

I predict a tremendous influx of synthetic machines, once the solvent is available. . . . Aside from any other reasons, both Australia and New Zealand are plagued with extremely poor petroleum solvents, at least by our standards.

Our Stoddard specifications call for not more than 1.5 percent residue in a distilled sample. I am told that at one time theirs ran better than 20 percent and presently is around 17 percent. . . . Several years ago plants were able to get solvent from the United States and had no trouble. Ever since the importation from us has been barred, it is well-nigh impossible to drive the odor from garments.

Most plants tumble the loads for an hour or an hour and a half. What waste this introduces! Steam, electricity, production time are just a few to consider. Think of the extra investment in tumblers and the loss of floor space taken up by too many tumblers. . . . Then there is the cus-

tometer angle. Even with long tumbling, all too often the odor remains.

Per capita expenditure for dry-cleaning is approximately \$4 annually, compared with our better than \$10. . . . Much of this difference can be attributed to Australian methods of distribution. An overwhelming majority of the plants rely on agency stores and bobtail truck drivers to sell their services. In effect, the plants are merely factories, dependent upon hundreds of extremely small outlets to keep them going. . . . The plants exert little effort on merchandising. Nationally, less than one percent is spent for advertising.

There is another bad angle to this practice. The customers belong to the outlet rather than the plant. Thus, these independent shops or routes pit one cleaner against the other for higher commission rates. These run as much as 40 percent and higher in most cases. I am glad that this system has practically disappeared in the States.

Other than that, there is a close parallel. The Australian cleaners have gone very strong on fast service, for instance. . . . Air-driven presses are taking hold there, too. Slickralls and efficient layout are gaining ground. They are turning to drive-in package plants, since traffic and parking are as much a problem there as in America.



This light, airy plant is located in Hobart, Australia. It is typical of the trend to the package-plant operation popular in the States.

late the night before I left New York to do an elaborate decorating job of my desk as a farewell gesture. The next morning I was overwhelmed by the display, and all the work and detail it represented.

Actual departure from New York was on September 4. The red carpet flight of United Airlines took me non-stop to San Francisco. The Australians arranged for the entire trip and made it first-class from beginning to

end. That included a night stopover in San Francisco, which was to be the last real sleep for the next five weeks.

Red-carpet flight

The next morning I left via Qantas Airlines, which for my money is the finest airline anywhere. An example of their fine treatment took place at the gate of the flight. There caterers had set up tea, coffee and sandwiches

to help while away the last few minutes on the ground.

Our first stop was Honolulu late that afternoon. As we stepped off the plane ramp, a beautiful Hawaiian girl placed an orchid lei around the neck of each passenger. Limousines were standing by to take us to one of the newest and finest hotels on Waikiki Beach, the Reef Hotel. Incidentally, this transportation was on Qantas Airlines. It also gave us an open check



Editor's desk was decorated, complete with press kit, by office staff as part of rousing sendoff just before departure

for whatever we chose to eat for dinner at the Reef. I fell in love with Honolulu and made myself a mental promise to stay longer coming home.

Three hours later we were returned to the field for the next leg of the flight. This is the longest overwater flight in the world, over 3,000 miles from Hawaii to Nandi in the Fiji Islands. The equipment used by Qantas, Super "C" Constellations, enables them to bypass a half-way stop at Canton Island, which all the other airlines must make.

We arrived in Nandi in early morning and were provided with shower facilities and breakfast. What a fascinating place to this unworldly traveler! This is the tropics, complete with palm trees, sugar cane and bananas, plus brilliantly colored tropical birds and exotic flowers. The natives who served us were dressed in white, in sharp contrast to their deep black skin. The waiters wore scalloped skirts and were barefoot. They had the biggest

feet, with the thickest soles, I have ever seen.

After a two-hour layover we took off on Thursday for Sydney. Some eight hours later we landed in Sydney — on Saturday afternoon, thanks to the International Dateline!

I shall never forget being met at the airport by Stan Godden, president of the state association of drycleaners for New South Wales, and my good friend Len Barkley, the association secretary and editor of the *Australian National Drycleaner*. Len was as excited as I, and was hopping up and down outside the enclosure that surrounds the customs area.

Left is right

After a quick tour of the city, we went to Stan's home, where I stayed the next several days. Impressions of the differences between our countries started with the automobile ride. I had never driven on the left before,

and even after several weeks I still persisted in trying to enter the right-hand side where the passenger normally enters an American car.

Two other things struck me. Water passing down a drain pipe in a sink flows in the opposite direction to ours. Another, door knobs are generally at about shoulder height, and are frequently in the center of the door rather than at the side. Most automobiles are of the smaller type and cars 15 to 20 years old are not uncommon.

As a matter of fact, bicycles are very common, and are used by all ages of both sexes. Both Australia and New Zealand are highly socialistic. Many of the hotels, much of the housing, the power companies, telephone service, bus and streetcar facilities are all run by the government.

The five-day week is observed everywhere. Aside from essential services, the only business operating on Saturdays and Sundays are the hotels. Sydney, the largest city in Australia and its most cosmopolitan, does have some shops open on Saturday morning, but that is the only place that even a food shop could be found open weekends. Even theaters are closed.

Sporting life

As a result, people turn to sports and athletic endeavors for amusement. One great national pastime is horse racing and the betting that goes with it. Legal wagers are placed with private bookies. Lotteries are another form of wagering enjoyed in both countries. These are government sponsored and controlled.

The Australians and New Zealanders are great for participating sports, including swimming, tennis, basketball, cricket and their particular form of football. And since bikes are so commonly used, bike racing is popular, too.

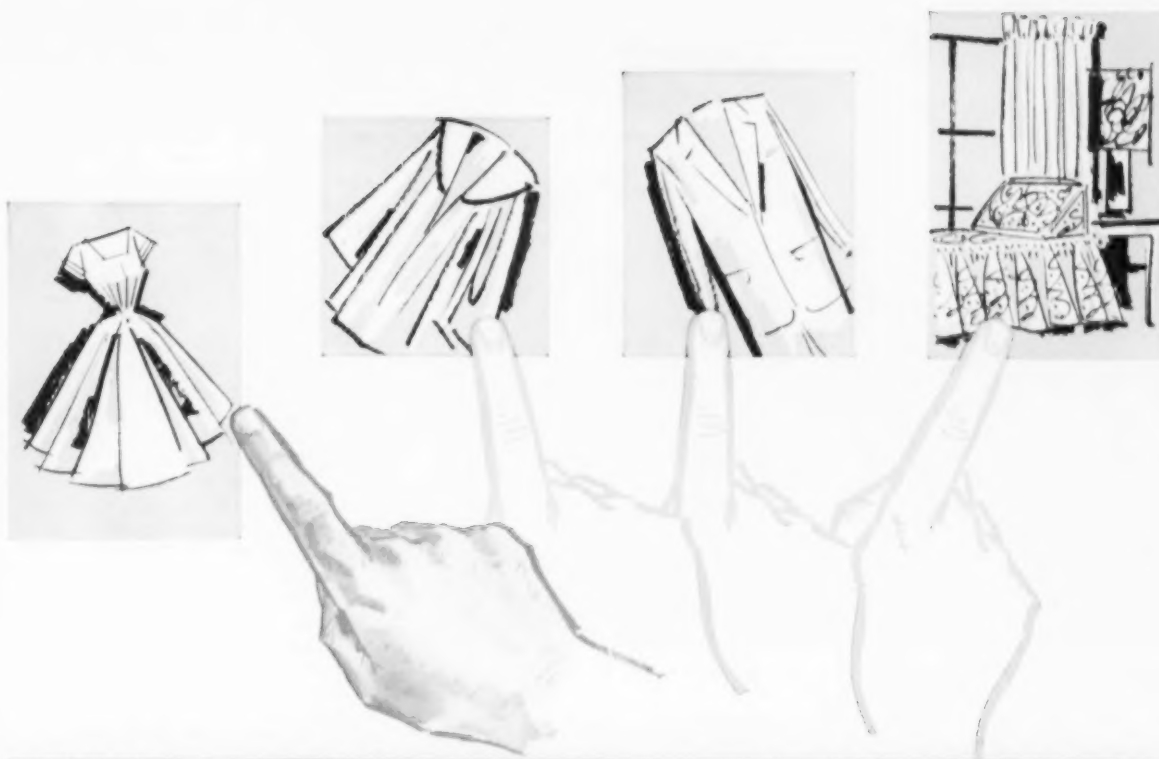
Among other things that seemed different to me was the almost complete lack of central heating. Kerosene stoves, electric radiant heating and fireplaces suffice for most people. Of course the weather is nowhere as severe as ours. Snow is practically non-existent except for the higher elevations. In both countries palm trees, as well as lemon and orange trees, are everywhere, even in the southernmost parts nearest the South Pole. Northern parts of Australia are subtropical.

But back to the travel itinerary. That first night found me utterly exhausted after some 27 hours in the air with but an hour or two of catnapping en route.

Early Sunday morning we "did" the city, with a complete sightseeing tour as well as outside views of the



Part of convention contingent that took part in Lord Mayor's reception in Hobart, Australia, the convention city



Are you Using the *RIGHT AMOUNTS* of Water in Dry Cleaning?

Unless the amount of water added to the dry cleaning washer is varied according to the *weight and nature* of the fabrics being cleaned, the results from any charged system are not likely to show maximum soil removal or minimum spotting and wet cleaning. That simple fact was established by nature when she designed the raw materials from which all cloth is made, *even those modified by man.*

Fabrics do *not* absorb water uniformly and wool, contrary to the popular conception, can take up as much as twice the amount picked up by cotton under the same conditions. There-

fore, to get the best results, Sanitone plants classify all work according to fabric content and use a simple procedure designed for each one.

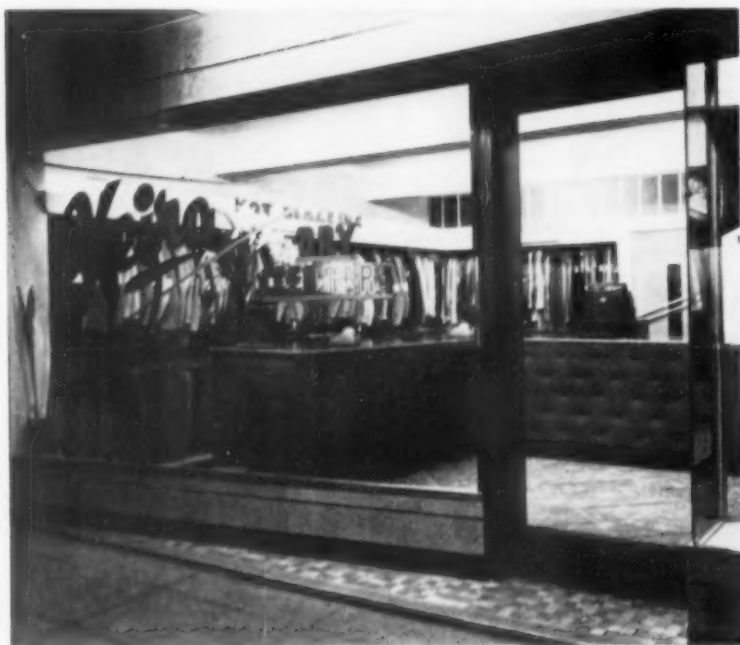
To get the maximum benefit from that amount of water, it must be introduced at the beginning of the cleaning cycle. This fact, confirmed by the research of an independent authority, has been proved in Sanitone plants the world around. It means better cleaning in every way.

To join this exclusive family of top-flight dry cleaners, to get help in cleaning clothes more effectively, to sell your services more profitably, write for details today.



SANITONE DRY CLEANING SERVICE

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio



Typical call office: this one operated by Alan Tillsley in Woolongong. Note lack of packaging. Garments are wrapped in kraft paper because hangers and bags are so costly.

various cleaning plants. That evening the Goddens held a cocktail party reception for me at their home. I was introduced to all the important business men of Sydney.

Since I proposed to talk on market analysis, Monday morning Len Barkley drove me about the city collecting market information on Sydney. The late afternoon found us visiting two of the largest plants of the city. Both Tasman Cleaners and Mark Mayne Cleaners have volume comparable to the biggest plants in the States. Of

course I also visited Stan Godden's plant, Maurice Valet Cleaners, during my Sydney stay (a separate story will appear concerning his operation).

Some general comments about drycleaning in Australia and New Zealand appear elsewhere in the story. I must mention, however, the Fletcher Jones operation, a most unusual setup. This firm manufactures men's trousers exclusively, and with them offers a drycleaning service to its patrons. It cleans and finishes only trousers of its own manufacture, and does a really

top job. But more of that separately, too.

Monday night we went nightclubbing until the wee small hours. The next day was spent at Maurice Valet prior to flying to Melbourne in the early afternoon. I was met at the airport in Melbourne by a contingent of drycleaners, including Ted Woodward, president of the Victoria Drycleaners Association, plantowner Bill Houghton of Houghton Cleaners and manager Dick Glass of the famous Brown-Gough Cleaners.

With Ted's wife we drove to the home of Jim Brown, owner of several textile maintenance firms in Melbourne. Among his enterprises are On-Site Carpet Cleaning Co., Ltd., and Magikist Carpet Cleaners. (The latter name is used by special permission of William Gage of Chicago, who operates that well-known firm of the same name, Magikist.)

Once more there was a fabulous reception at Jim's home. All the member cleaners of the Melbourne association were present, with about 40 cleaners and their wives participating.

The next morning quick tours were made of the Brown-Gough plant and the Houghton Cleaners. I also had an opportunity to see the stadium and other places where the recent Olympic Games were held. Then after lunch I again boarded a plane, this time for Launceston. This city is located in the northern part of Tasmania, the Australian island just south of the mainland.

Here again another group of cleaners met me and drove me to the hotel to check in and to have tea with them. Then there was a press conference with the Hobart and Launceston papers. That evening a score of cleaners from the northern portion of Tasmania came to the hotel for a reception and dinner.

On to Tasmania

Early the next morning Phil Hedlin, his wife and I left by car for Hobart, the state capital of Tasmania near the southern part of the island. We stopped en route for tea at the plant of M. Terry. The drive was beautiful, with gorgeous lake and mountain scenery en route. Of course, the seasons are just the reverse of ours. It was early spring and the foliage and flowers were at their height of glory.

Some 50 miles from Hobart I was met by Art Griffith, the state secretary of the Tasmanian Drycleaners Association, who drove me the rest of the way. Once again I experienced something I shall never forget. When we arrived at the Wrest Point Hotel I was immediately introduced to the man-



Drive-in plants are catching on fast. Even window service is offered

You'll be
ahead with
these
Warco Products.



TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



ALL-COLOR BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.



PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc. — in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.



SCRAM BLOOD

The instant blood removing agent — the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.



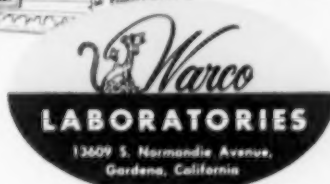
CETIC-X-SOUR

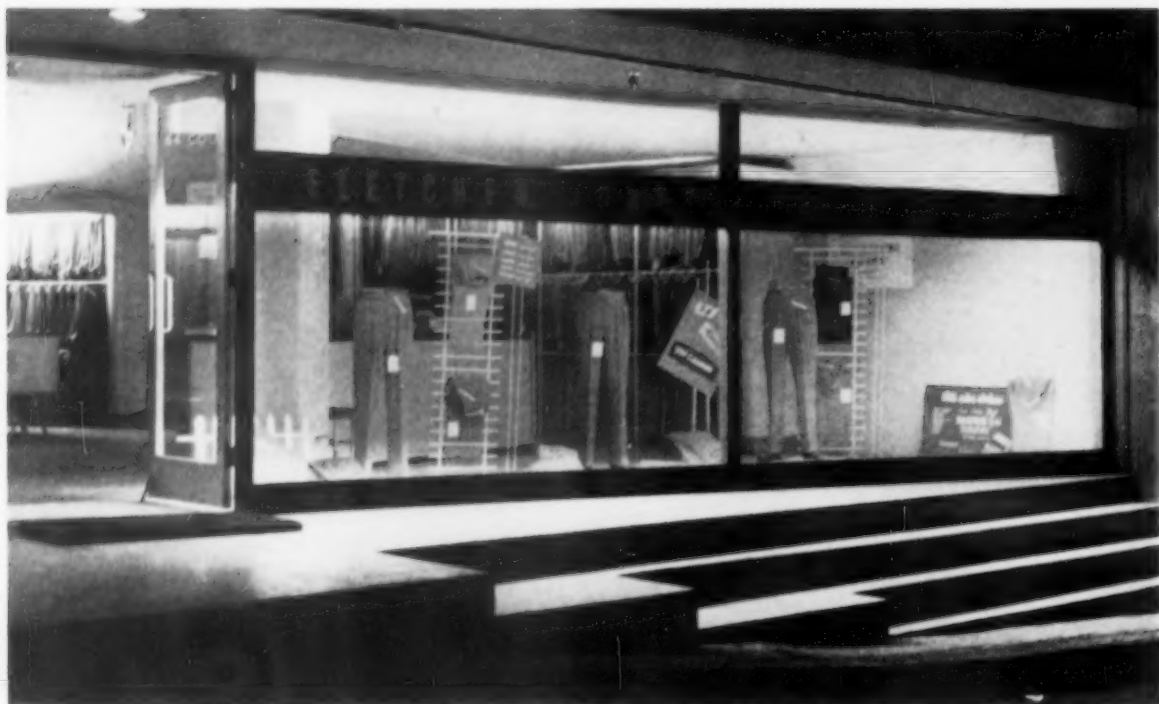
A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.



SEND FOR OUR
FULL LINE BROCHURE

ORDER FROM
YOUR JOBBER TODAY





A unique operation—this national organization manufactures and drycleans trousers exclusively

ager, his assistant and the maitre d'hotel. The room assigned me was one of the best, and the fine welcome even included a basket of fruit decorating the table.

That evening there was a special dinner at another hotel. This was attended by the leading cleaners of

Hobart, some 20 or so in number. Later, an incident occurred that bears out the tremendous hospitality extended me.

I had been en route for better than a week and accumulated a fair amount of cleaning and laundry. One of the men in attendance at the dinner, who

operates a laundry, offered to come back to my hotel after the dinner to pick it up and rush it through his plant the next day.

As he left my room and walked through the lobby, the manager saw him with the bundle and inquired what he intended to do with it. When my benefactor explained that it was my laundry and he wanted to give me fast service (hotels generally take three or four days), the manager demanded the bundle remain in the hotel. He insisted that the work would receive his personal attention and proper service would be given.

Super service

True to his word, the laundry was back the next day, beautifully finished, and with the compliments of the house. Similar good service was given on the drycleaning work, as well.

On Saturday morning I was met by Jim Anderson, president of the Tasmanian Drycleaners Association. He devoted his time to giving me a sight-seeing tour of Hobart, a truly beautiful city. Mount Wellington towers some 4,000 feet within a couple miles of the city center. Its summit affords an incomparable view of the city, the harbor and the surrounding country. We stopped for tea half way up the mountain, and later lunched in the beautiful botanical gardens in town.

That evening many of the conven-



Stan Godden (right) agrees with your editor that it's the second order that counts

More drycleaning profit for you...



Look at all the drycleaning dollars available in today's modern living... for the most part not in existence a few years ago. (1) drapes, (2) furniture slip covers, (3) scatter rugs, (4) ladies' blouses, (5) ladies' slacks, (6) men's sports shirts, (7) men's slacks, (8) ladies' sweaters, (9) men's sport coats, and (10) ladies' skirts. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

in today's modern market

Today's families have more types of drycleanable clothes, furnish their homes with more items that require drycleaning and dryclean many things their mothers washed. It takes fewer families today to support a drycleaner. That's one reason the time is right for you to expand.

And, look around you... markets have not only changed, but they are moving as well. Look, and you'll find planned community areas, custom style new housing areas and old housing areas where the population has changed. All these locations need convenient drycleaning service. They offer high dollars of profit to the drycleaner. Progressive drycleaners are expanding now to service these markets. They should not be serviced by newcomers entering the drycleaning field.

WE CAN PROVE YOU WILL PROFIT BY EXPANDING to serve these markets. A new booklet prepared to acquaint you with all the facts on profitable expansion is available to you. This tells you where, how and when to expand. Every drycleaner should have this information.

Expand...

the time is Now
the equipment is-

DETREX

DETREX makes it more profitable and easy to expand now!

When you expand, your first consideration is profit — naturally. You want assurance that you are going to get all the profit possible from your new operation. Not only do the new, modern markets offer you high profit potential, but when you expand with Detrex equipment, you will achieve the highest possible profit ratio to your sales dollar.

High quality cleaning of the Detrex Process practically eliminates your re-runs and wet cleaning. Hand spotting is reduced to a bare minimum. This means every sales dollar returns more profit to you. What's more, the fine cleaning quality you get from Detrex increases your sales. So you profit two-fold — more profit from every sales dollar, and more sales dollars, too.

But don't take our word for it. Ask any Detrex owner how he likes Detrex equipment. Ask him what effect Detrex has on his profit picture. He'll tell you he's made more profit since he purchased a Detrex than he thought possible. And this could happen to you, too!

Detrex makes it safer for you to expand. With Detrex equipment you have push button automatic operation that requires no attention while the clothes are being cleaned. This offers you the opportunity to expand with a minimum of managerial supervision in your new plant. Maintenance worries become a thing of the past. Detrex equipment is built to last and to produce high quality cleaning year after year without mechanical troubles, without expensive shutdowns.

Detrex makes it easy for you to expand, too. You can LEASE ANY Detrex equipment — eliminating large cash outlay to open your new plant. Or, if you desire, the Detrex Finance Corporation will finance all the equipment you need for your new plant.

You are the man who can best expand. You have the experience, the knowledge and the established credit to make expansion safe and easy. Your profit future is in your hands. It's up to you to decide whether you want more profits than you've ever had before.

Detrex salesmen and jobbers will help you to expand. They will assist you in locating ideal locations and will suggest efficient layouts for you. Just ask for their help and they will gladly give it to you.

DETREX CHEMICAL INDUSTRIES, INC.
L-70

Box 501, Detroit 32, Michigan

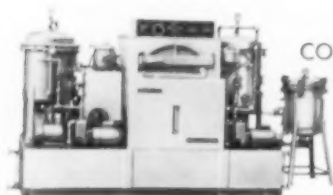
- ☐ Send me new expansion booklet, "Growth From Within."
- ☐ Send complete information on the LEASE Plan.
- ☐ Send full information on the Detrex Process.

NAME _____

COMPANY _____

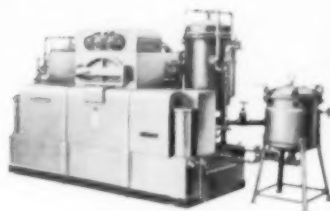
ADDRESS _____

CITY _____ ZONE _____ STATE _____



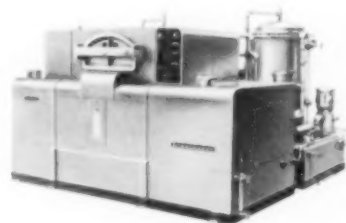
CORONET—60 to 80 lbs. capacity per hour.

MONARCH—100 to 140 lbs. capacity per hour.



DIPLOMAT—150 to 200 lbs. capacity per hour.

AMBASSADOR—Over 250 lbs. capacity per hour.



SYNTH-O-SAVER—available in either 35 or 50 lbs. capacity per load.

Write Today for the New Expansion Booklet "Growth From Within"

This book contains all the facts on your expansion market. It contains complete information on when, how and where to expand. You will find it to be extremely helpful in planning your "more-profit future." Write today.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN



New president of national association, Ted Woodward (left), accepts best wishes from Retiring President Cocks

tion registrants arrived, since the program was to start on Monday morning. The general get-together lasted, again, until early morning. On Sunday I inspected the plant of Snow's Cleaners, a brand-new plant. It was literally a showplace, one that the owner could be proud of anywhere in the world. I enjoyed Sunday dinner at the home of Mervin Rouse, one of the leading cleaners in Hobart. Then, back to the hotel for more meeting and greeting until very late.

The program opened the next morning, Monday. It started officially with busloads of conventioners going to the city hall. Here we were tendered a Lord Mayor's reception, including a few short speeches of welcome, plus tea with the several government officials.

Upon our return to the convention hotel, the Honorable Robert Cosgrove, premier of Tasmania, officially opened the sessions. I had the privilege of presenting the Association, through him, a scroll from Secretary of Commerce Sinclair Weeks. It brought greetings and good wishes to the industry in Australia from America.

Convention topics

Following lunch, I gave the opening talk, discussing the future of the industry in the coming year. Then the inevitable tea break. Two excellent talks followed. L. E. Griffiths, an insurance expert, discussed insurance problems relating to drycleaning.

My good friend, Stan Godden, gave an address on proper selection and training of route salesmen. He is well qualified, operating six routes at his plant. None of the men travels more

than three miles from the plant, and they all do well.

Entertainment that evening was highlighted by a theater party and a cabaret party at a nearby resort hotel. And another late evening was enjoyed by yours truly. On top of the late hours, I still hadn't become accustomed to living some 18 hours in advance of the time in New York, plus being a day ahead on the calendar.

Tuesday morning found us meeting again at 9:30 to hear a talk on boiler maintenance by J. Parker. He was followed by C. H. G. Smith of the Shell Oil Company who stressed the importance of sufficient running time to remove water-soluble stains and other soil. I covered the newest trends in the industry in America, with slides depicting these trends.

After lunch, H. Sindorff discussed work studies in the industry as they related to workflow and production control. Jim McCutcheon, sales manager for Horscroft Pty., Ltd., gave a very enlightening talk on the importance of proper equipment maintenance for economy of operation and the avoidance of down-time because of equipment failure caused by improper servicing.

We then heard an interesting discussion on synthetic solvents by J. Freeman. As of this writing, there are no synthetic plants in Australia, although the use of perchlorethylene seems imminent in that country.

Then guess who followed? Your writer closed the afternoon session with a talk on sales control, stressing the importance of market analysis and customer control, as well as cash controls. That night we reconvened to show films furnished the convention

by several American allied trades firms. A question-and-answer period followed to discuss many of the subjects covered during the sessions.

The next morning I was given an opportunity to finish the sales control discussion that had been cut short the previous day by lack of time. Then President Jim Anderson discussed practical advertising for the drycleaner, citing many of the things done by his company to increase sales, particularly through the use of posters for his windows and call office.

After tea Len Barkley and I gave the pros and cons of route selling versus store operations. Len was in favor of stores and I took the opposite stand. Whether we resolved any problems is a moot question, but at least all sides were aired.

While this concluded the formal business sessions, the convention was far from over. On Wednesday evening the Shell Oil Company sponsored a cocktail party at a nearby hotel. The following day another manufacturer, Horscroft's Pty., Ltd., held a picnic at famous Bruny Island, situated in the bay of Hobart. This involved a half-hour bus ride, plus a ferry boat ride of nearly one hour. On that trip I was made honorary captain of the craft and actually piloted the ship for several minutes.

A wonderful steak fry, plus drinks and games, highlighted the picnic. That afternoon the convention members returned to the hotel for the final banquet and entertainment.

Friday morning brief ceremonies closed the program. Official goodbyes were tendered the speakers and those in attendance. Word leaked out that this day was also my birthday. After my comments, the entire group formed a gigantic square in the hall and put me in the center. Then they sang "Happy Birthday" and "For He's a Jolly Good Fellow" and similar numbers. I was then presented with a huge stuffed koala bear, life-size, as a memento of the convention. All in all, the entire event was most heartwarming and touching.

That afternoon I flew to Sydney, to meet still more people at the airport. An impromptu birthday celebration followed, lasting until early morning. At 8:00 a.m. I flew to Auckland, New Zealand. The flight of some 1,600 miles brought me to that country in late afternoon. # #

This report will be continued, covering New Zealand, in next month's issue. Drycleaning in New Zealand differs from the industry in Australia. The country itself is unlike any other, as the next article will tell.—EDITOR



Six three-girl shirt units are geared to produce 30,000 shirts per week

Shirt Laundry Opened To Protect Drycleaning Volume

Survey of prices and service causes change

By LOU BELLEW

TO FURNISH LAUNDRY service to its stores, Thrift-D-Lux Cleaners in Los Angeles, California, with 103 outlets for drycleaning service, until recently relied on 27 different laundries in its two-county trade area. With the 103 stores each individually owned and operated under a simple franchise agreement, whereby Thrift-D-Lux furnishes all drycleaning services, the use of outside firms to furnish the necessary laundry services created several problems.

According to Fred Alper, owner of Thrift-D-Lux, successful management of a chain of stores operating under one name depends a great deal on certain standards. Customers, in this case, must be assured of the same prices, same quality and service at every store operating under the trade name Thrift-D-Lux. Under the franchise agreement with each store operator, Mr. Alper had been able to establish a standard price, control quality and maintain a reliable service schedule on all drycleaning services to each outlet.

Laundry service, supplied by a large number of outside firms, went from bad to worse. It soon became apparent that a dissatisfied laundry customer usually became a lost drycleaning customer. This prompted a thorough investigation and resulted in many surprises.

Store operators' complaints

Laundry quality poor . . . indifferent . . . fair.

Service irregular . . . many failures to have bundle on the day promised.

Forty percent of the stores reported prices out of proportion and noncompetitive.

Claim policy of the laundries seemed poor for the most part.

Many new stores reported local laundries refused to accept their business at all.

Laundry service survey

Out of 27 laundries, 5 offered 20 percent discounts to agencies, 21 of-

fered 25 percent discount, and one offered 30 percent discount.

Prices on shirts ranged from 20 cents to 29 cents each . . . sheets from 12 cents to 20 cents . . . slips from 7 cents to 10 cents . . . wash pants from 40 cents to 55 cents.

On the matter of "hidden charges," 73 stores were being billed a "service charge" of 1 to 5 cents per bundle, many were being billed 2 to 10 cents per bundle.

Twenty of the stores were being billed "insurance charge," 1 to 4 cents per bundle, and more often 3 percent of the bundle.

Service schedules ranged from two to seven days. Ten percent of the stores had two-day in-plant service . . . 89 percent of the stores had three- to five-day service . . . 1 percent of stores had weekly service.

Laundry bundle analysis

Shirts (dress, regular and work)	65 percent
(of the dollar volume)	
Sport shirts	8 percent
Pants	11 percent
Flatwork	11 percent
Wearing apparel and bachelor items	5 percent

Results of investigation

Since dress and sport shirts and pants made up 84 percent of the bundle of the average customer, it was decided to set up facilities for processing these items. With a number of family-service laundries having gone out of business in the area since 1948, and the increase in sales of home washers and driers, Mr. Alper reasoned this would indicate a shrinking market for some laundry services. However, with the continuing phenomenal growth of population there appeared to be a growing market for specialized laundry service.

In keeping with Thrift-D-Lux policy of low-priced drycleaning (prices are about 30 percent lower than the retail price structure of the area served), it was decided their economy-minded customers would prove a good market for a comparable low-priced shirt and pants service. Shirts are 25 cents in an area of 30-to-35-cent shirts.

In October of 1956 the firm definitely decided to go into the shirt and pants laundering business. Before deciding on equipment the Thrift-D-Lux officials visited nine local laundries and six out-of-town plants getting ideas and recommendations for the additional facilities. Mr. Alper says he was most impressed by the laundriers' willingness to be helpful and

Merry
Christmas
and a
Happy
New Year



CALED PRODUCTS CO., INC.
BRENTWOOD, MARYLAND



Washroom now provides laundry services for 95 of Thrift-D-Lux Cleaners' 103 stores

to make recommendations based on a seemingly inexhaustible fund of knowledge. Perhaps the biggest surprise was the complete unit-cost records that most of the launderers had on their operations. For an accurate evaluation of ideas, each launderer filled out a set questionnaire, and from this the equipment needs were determined.

Equipment installation

On the basis of the laundry plant visits, two leading manufacturers of laundry equipment were invited to submit proposals and recommendations along with suggested layouts. Both manufacturers came up with almost identical plans and costs, so the choice had to be made on the basis of shirt quality as observed during management's laundry visits. The final choice might as well have been determined by the toss of a coin.

Building, remodeling, and equipment installation began in November 1956, but delays caused in obtaining necessary permits, inspections and all the other red tape so dear to the hearts of the city fathers postponed the opening of the plant until March 1, 1957. Set up to produce 30,000 shirts, 3,000 pants and 3,000 sport shirts per week, equipment comprises:

- 6 three-girl cabinet shirt finishing units with semi-automatic folding tables
- 2 two-girl sport shirt finishing units . . . hand-fold
- 2 pants finishing units . . . 5 top-pers . . . 3 leggers
- 4 heat-sealing temporary marking machines
- 3 100-pound automatic open-end washers
- 2 60-pound automatic open-end washers
- 1 25-pound automatic open-end washer
- 2 extractors
- 1 150 hp. gas-fired boiler
- 2 compressors

There are 41 laundry employees. In spite of the fairly recent closing of two major local laundries there was an acute shortage of available experienced laundry help at the time the new operation opened. It took four months to properly train the green girls to hit the desired quality and production. (Manufacturer's representatives trained the employees in the various operations.)

Work is processed in 15-bundle lots, with different color marking tape for each lot. Since laundry bundles are presorted according to route and store, this insures continuity in the marking of bundles from each store and route. The temporary-tape mark bears the lot number and bundle number. All work is washed in color-coded nets to indicate starch, no starch, fugitives, sport shirts, and do-overs. Slotted metal tags are used to identify the nets, which contain 5 pounds each (10 shirts).

The advantage of the 15-bundle lot is seen quickly at the shirt units where the fold girl sorts finished shirts into 15-bundle shirt-carrier trucks. As each lot is completed the carrier truck is pushed to the distribution area where the presorted shirts are checked against the laundry list and the ticket placed on the top shirt of the order. Next step is packaging, after which the packages are racked according to store number. The small lot system greatly simplifies the transportation problem and keeps orders in proper sequence to prevent the possibility of mixups.

The plant started with service available to only 25 out of the 103 outlets until the "bugs" were ironed out. After a short time shirts and pants service was gradually accepted from more and more stores until at the present time about 95 of the stores are serviced. The plant is now operating at about 50 percent of capacity.

Opening of the new service was highlighted by the use of a rather expensive package, with patented

overwrap shirt packs and the entire bundle wrapped in phiofilm. Through use of the "glamour" packaging, as well as through top quality work and competitive prices, it was hoped to impress the customers enough so they would split their laundry bundles, sending shirts and pants to Thrift-D-Lux Cleaners . . . and sending flat-work and other items to other laundries.

To insure these phiofilm bundles reaching the stores in good condition, large corrugated cartons were devised. These cartons are especially designed so they may be folded flat for return to the shirt department for continued reuse.

Shirts are delivered in a new 14-inch-long box (19-inch-long boxes are commonly used in this area). The shorter boxes got a rousing welcome from the customers, and are still in use to deliver shirts that are temporarily being packaged in the overlay shirt packs.

Imprinted shirt bands are used, bearing six different sales messages to promote men's drycleaning items. Bundle inserts are used to promote other services to the housewife who, it is assumed, generally opens the shirt packages.

Next change in packaging will be made within a few weeks, making use of a high-quality wing-style collar support along with a shirt board and the printed band. Another step in a few months is to be a cardboard-backed envelope with a transparent front (either phiofilm or cellophane). With 103 stores there is a distinct possibility of selling the advertising space to some local radio or TV station on an exchange basis, for the promotion of their various programs on the cardboard part of the shirt envelopes. (Not a sponsor's product, however.) In return Thrift-D-Lux Cleaners would get free spot announcements and plugs . . . plus free shirt envelopes, pocket stuffers and store advertising banners. # #

The Wraps are **OFF!**



Special Automatic
Patents pending

See Hoyt's Super Special Contribution to the Industry

NEW "Steem-Mist" RECLAIMER

At last, after months of laboratory and field testing, Hoyt's new "Steem-Mist" Reclaimer is no longer a rumor — it's an actual, exciting *fact!* This stainless steel unit is now in the regular Hoyt line.

Prove for yourself there's no other reclaimer anything like it. With "Steem-Mist", operators report

- No more lint problems—mix lights and darks in a common load • Natural moisture restored . . . finishing time greatly reduced . . . tremendous savings made • Garments revitalized — handle and feel like new

And, of course, in addition to the exclusive "Steem-Mist" feature, you get all these other exclusive Hoyt features — cool down cycle . . . reclamation during cooling . . . large, easily cleaned lint trap . . . widest range of sizes (don't limit your profits by too large or too small reclaimers).

Jean Smart says:

"To attract friends fast and save big money, be sure your reclaimers have Hoyt features."



HOYT MANUFACTURING CORP.
14 Forge Road, Westport, Mass.

OK, Jean, send me the "Steem-Mist" story.

Name _____

Company _____

Address _____

HOYT

ANOTHER ADCO FIRST!

Adco's Miracle Method

TRIPLE STRENGTH

"BLACK MAGIC"

SUPER ACTIVATED CARBON

Teamed with

XXX DRI-SHEEN DOUBLE
STRENGTH

to give you the choice of

1%-2%-3%-4% CHARGE

with

NO RINSE!!

Works perfectly with ALL Conductivity & Humidity Controls

HOW IS THIS ACCOMPLISHED?

Along with the charge system, came the use of up to 40 times more soap on every load run. This meant much more soil removal . . . many more non-volatiles and much more fatty acids and color.

This meant that to *eliminate rinsing* a carbon had to be produced that would maintain the purity and the color of the charge, continuously, in the filter.

The development of Adco's "Black Magic" has made all this possible for the first time!

"Black Magic" controls fatty acids, non-volatiles and color *all* in the filter—this coupled with the use of Adco's Synthetic Detergent—XXX Dri-Sheen Double Strength—which is both light in color and contains no impurities—

MEANS . . .

1. Tremendous saving in distillation. No distillation at all in most cases.
2. Saving in soap costs—XXX Dri-Sheen Double not removed by "Black Magic."
3. Saves at *least* 10 minutes per load. No rinse necessary.
4. 25% less filter clean outs—less muck.
5. Powder cost much less—no sweetener powders needed.
6. Solvent "straw color" or lighter even in hottest weather.
7. No filter pressure—less pump wear.
8. All odors *guaranteed* eliminated by use of "Black Magic".
9. Brighter colors.
10. Now any cleaner with his present equipment can use 4% charge, no rinse!

RESULTS . . .

The most gorgeous cleaning you've ever seen . . . For less cost than ever!

Adco acknowledges the above to be contrary to what we have all believed as accepted procedure in the past. We have proved the above method workable in hundreds of plants. Make us prove to you in your plant at our expense that Adco's new "Miracle Method" will also work for you.

Adco,

INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908



Even small blue-and-white canopy protecting entrance to Spitzer's call office seems to denote quality

Richmond cleaner uses personal touch in

Creating a Quality Atmosphere

By RICHARD VINOCUR

CREATING AN ATMOSPHERE of quality is just as important as producing quality itself, said one speaker at the recent National Institute of Dry-cleaning "Back Home Day."

Tommy Ogden Jr. of Spitzer The Cleaner, Richmond, Virginia, seems to agree. His well-managed plant presents an air of quality to the customer. Personalized attention and the plant's "Blue Ribbon" cleaning service, designed to give individual handling and special attention to detail, help instill confidence.

Fashion-conscious staff

Even the leading Richmond department stores recommend the Blue Ribbon service at Spitzer's to customers who inquire about cleaning their special garments. Although the service costs twice the amount charged for the regular job, Blue Ribbon accounts for 30 percent of the plant's volume.

Along with special handling, Blue Ribbon garments are packaged differently and with more care than the regular service.

To go along with the special service are many small but important gestures that help put the finishing touches on tying the blue ribbon. Take, for instance, Spitzer's treatment of fashion. Mr. Ogden is a regular subscriber to the top fashion publications such as *Vogue*, *Harper's Bazaar*, *Men's Wear* and *Women's Wear Daily*. These magazines are displayed on the counter in the call office where both the customer and the employees have access to them.

Mr. Ogden also has many of his employees attend the fashion shows sponsored by the downtown department stores. In this way his staff learns of the new fashion stylings, colors and fabrics. At the same time the public is informed that Spitzer's employees have obtained first-hand knowledge.

Through these showings and the magazines which just about every employee reads, thorough information on fashions is acquired. In fact, Mr. Ogden boasts that his two salesgirls are able to spot dresses by top designers when they are brought into the plant. Because of this the girls are able to sell up the Blue Ribbon service. "That is a beautiful Dior creation you have, Mrs. Jones. Why not give it extra care with our Blue Ribbon service?" a salesgirl might suggest to a customer.

Another gimmick that has made a hit with the customers is a contest that promotes quality and is conducted each week. Mr. Ogden picked up the idea from Ray Vermeers of Paris Cleaners in Spokane, Washington. Each week the employees who center their work on the Blue Ribbon service select the outstanding garment processed under the special service. The woman who owns the garment receives a \$15 orchid corsage, which is

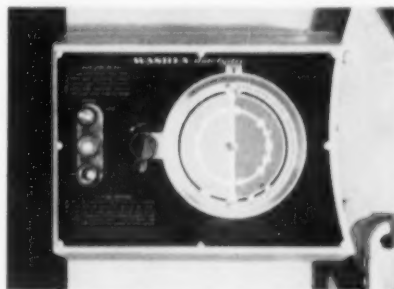
What is your P/OH*?

*Pounds per operator hour

Large plants or small — P/OH tells whether you are realizing maximum profit. How does your operation compare with these typical WASHEX performances — 1,200 lbs. **CLEANED** per operator hour in large plants . . . 135 lbs. **CLEANED, TUMBLED AND SPOTTED** per hour by one operator in smaller plants?

WASHEX machines, equipped for **AUTOMATION**, reduce the cleaner's task to mere loading and unloading of the machine, flipping a switch, and . . . the rest is done *automatically*! At the end of the cleaning cycle a whistle signals the operator for the next load. Meanwhile, he has accomplished many other duties, such as spotting, sorting, tumbling.

Find out how WASHEX, with the highest P/OH of any machine, actually costs you less. Why not call your nearest WASHEX distributor, or just clip this ad to your letterhead and mail it to us for more information. No obligation, of course.



WASHEX Auto-Cycler can be set for any desired cleaning cycle: single or two-bath, short or long rinse or extraction periods. Short-run specials may be added at any part of the cycle. Manual controls in easy reach when needed. Washex machines are built in 45 lbs. to 450 lbs. load capacities.

WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

6-151 A



Spotter Ruby Samuels hangs her newly earned certificate from NID

delivered to her courtesy of Spitzer The Cleaner. The customer, pleased at being honored, boasts of the award to her friends and Spitzer's earns quite a bit of word of mouth publicity.

Another service that Mr. Ogden performs is that of cleaning consultant to several of the retail men's stores. When he first was asked to be a consultant, he felt it would be a profitable

arrangement for both himself and the store. Whenever the owner has a problem he contacts Spitzer and in turn Spitzer's services receive the recommendation of the store.

Confidence in the persons employed in the plant is developed by Mr. Ogden as well as confidence in the plant itself. Recently, after the plant was remodeled, an open house was con-

ducted by the allied tradesmen in the area. Instead of having the guides do the talking, Mr. Ogden had each employee demonstrate his job for the people visiting the plant. At the same time the employee explained what he was doing and answered questions when he was through.

The end result was that the lectures increased the faith the customers had in the plant and educated them as to the processes involved in drycleaning. At the same time the employees were given a boost in morale, knowing that they were important to the plant's functions.

The plant also proudly displays all certificates won by its employees. Whenever an employee graduates from a course at the National Institute of Drycleaning a ceremony is held among all employees as the graduate hangs her diploma beside the others. At present Spitzer has graduated its superintendent, Bob Carter, from the general course and two of the plant's spotters from the spotting course.

Also displayed on the wall are certificates of thanks presented to Mr. Ogden for service. One represents a directorship of the NID, another the office of president of the Virginia Association of Launderers and Drycleaners, and still another is from the Richmond Chamber of Commerce. All this helps to create a good impression on the customer entering the plant.



Superintendent Bob Carter inspects garment processed under Blue Ribbon Service

Personal touch

Each of Spitzer's employees is at least a high school graduate, and the plant takes great pride in its staff. Here is an excerpt from a note from the plant to its customers commenting on its staff.

"For years, our sales staff has taken pride in their ability to conduct themselves in a pleasant and helpful manner. Unfortunately, we have been told of some instances where some of our new people have failed to conduct themselves properly. We want to say that we have taken steps to remedy this situation. Both the management and the regular employees of our sales staff will appreciate your reporting any incident that might not be entirely satisfactory to you."

In a letter like this the customer begins to feel a part of the plant's activities.

Another bit of personalization that the plant practices to bring the customer closer to the plant takes the form of handwritten postcards. Whenever, after a periodic check of the records, the plant finds a customer has not brought in an order for several weeks, Miss Vi Isbell, a member of the office staff, drops the customer a

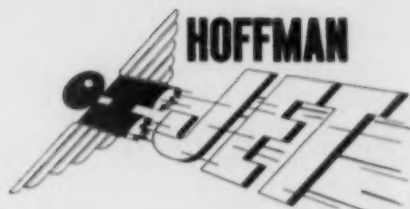
Manitowoc



MERCURY

HAMMOND

Kling "100"



STANDARD LAUNDRY & CLEANING MACHINERY CO.

The Leaders Look to MARLOW...

Long recognized for their superior efficiency and long service life, Marlow self-priming centrifugal pumps have become the standard of comparison in the drycleaning industry. Leading manufacturers of drycleaning machines now use Marlow Pumps as standard equipment on their units.

These "leaders" use Marlows because the pumps perform *consistently*, with no fall-off in capacity. These rugged, space-saving self-primers are quiet in

operation. With Marlows, there are fewer shutdowns . . . less maintenance. Marlow's proved mechanical-shaft seal eliminates leakage and solvent loss. A dry, clean and trouble-free performance is now the rule in the washroom.

For new machines, plant modernization or replacement, make your next drycleaning pump a Marlow. For complete information, write for Bulletin DC-01 and the name of your Marlow dealer.

MARLOW PUMPS

DIVISION OF BELL & GOSSETT CO.

Midland Park, N. J.

Morton Grove, Illinois

Longview, Texas

Dear Miss Barnes
We note that
we have not had
an order from
you since June 10.
This is to let
you know that
we have missed
you and would
appreciate hearing
from you
Sincerely
K. Isbell
Spitzer, The Cleaner

Card sent to customer who has not sent in an order recently

line. In effect it says that the plant has missed the customer and would like to hear from her. The card is personally signed by Miss Isbell.

Emphasis on minor repairs is also typical of Spitzer's personalized service. In the call office is a chart which reads, "Minor repairs are a part of complete garment care." The chart displays buttons, a zipper, a blanket binding and piece of material to illustrate that Spitzer takes care of every repair conceivable.

Employees who find that repairs are required fill out a simple card. This card gives the name of the person finding the damage, the extent of the damage and the cost of repairing the garment.

This card follows the bill to the customer, since every repair is attended to. The card also reads, "We hope that we have acted in accordance with your wishes but if this is not the case, please let us know and we will cheerfully cancel the charge." Mr. Ogden feels the repair might as well be made without consulting the customer since the cost of the telephone call and the time involved cancel out the profit of the repair.

Surprisingly, only one out of 100 charges ever get a request for cancellation. The plant also allows the employees finding the damage a 15 percent bonus on all repair work. This keeps the workers on the lookout for any damages and helps Spitzer's maintain an almost perfect record on repairs.

What other means of keeping the plant on a personal basis are used?

For one thing, direct mail offers a perfect medium to keep the customer in contact with the plant. Periodic letters are sent out to all customers telling of news or specials. The letters are run off on a letter press and look as if they had been all individually typed. An excerpt from the latest reads:

News by direct mail

"Each fall just as the clever homemaker turns thoughts to her home and getting the children ready for school, we at Spitzer's take stock to see how we can better service our customers. Already our production superintendent and his staff are reviewing methods and making changes to handle fall and winter items.

"Both our sales and production staff will attend the coming fashion shows and acquaint themselves with technical bulletins dealing with fall clothing so that they will be in a better position to help you with your needs. Along this line, we are proud to announce that the third member of our produc-

tion staff has received a diploma of graduation from the National Institute of Drycleaning."

Mail order for students

Still another service Spitzer provides for the homemaker is a back-to-school check list for mothers who must prepare children for the return trip to an out-of-town school.

A coordinate service that is tied in with the check list is a mail-order service. Spitzer's enables a student or vacationer to travel light. After the garments are cleaned they are mailed to the school or vacation address in a special package. The package is also reusable to mail the garments back to the plant when they need cleaning again.

Of course, each of these services, goodwill gestures and personalized touches didn't all fall into a pattern at once. It took time to develop and test them, but today the atmosphere of quality is paying off for Spitzer The Cleaner. # #

A BACK TO SCHOOL CHECK LIST

by 

The Cleaner, Inc.
RECORDED 25, 26

WHERE YOU CHOOSE FROM TWO OUTSTANDING SERVICES

• **Regular** - for utility cleaning.
Designed to remove more soil more gently and to preserve appearance through the use of scientific production methods.

• **Blue Ribbon** - for fashion cleaning.
Designed to give individual handling and special attention to detail.

MAIL ORDER SERVICE
 It's easy to travel light when you have your things cleaned by Spitzer and mailed to your school address in a special package. You can always use the package to mail them back when they need cleaning again.

FOR PREP SCHOOL BOYS & GIRLS

1. Sweaters
2. Shirts
3. Gloves
4. Leather and suede jackets
5. Rain Coats (with water repellent)
6. Stocking Caps
7. Mufflers and scarves
8. Trench Coats
9. Mackinaws
10. Trousers
11. Blouses
12. Dresses
13. Coats
14. Caps

FOR ALL

1. Blankets
2. Comforters
3. Bed Spreads
4. Pennants and Banners
5. Scatter Rugs
6. Drapes
7. Furniture Covers

NOTE - Small children's clothes returned on small hangers

REPAIRING AND ALTERATION

1. Zippers REPLACED

2. New Pockets

3. Lengthen or shorten:
 shirts trousers
 coats sleeves

4. Blankets REBOUND

FOR COLLEGE MEN

1. Bath Robes
2. Sweaters
3. Ties
4. Gloves
5. Felt Hats
6. Suede and Leather Jackets
7. Rain Coats (with water repellent)
8. Tuxedos
9. Tails
10. Sport Jackets
11. Suits
12. Top Coats and Overcoats
13. Riding Trousers
14. Walking Shorts
15. Sport Shirts
16. Wind Breaker Jackets
17. Scarves

FOR COLLEGE GIRLS

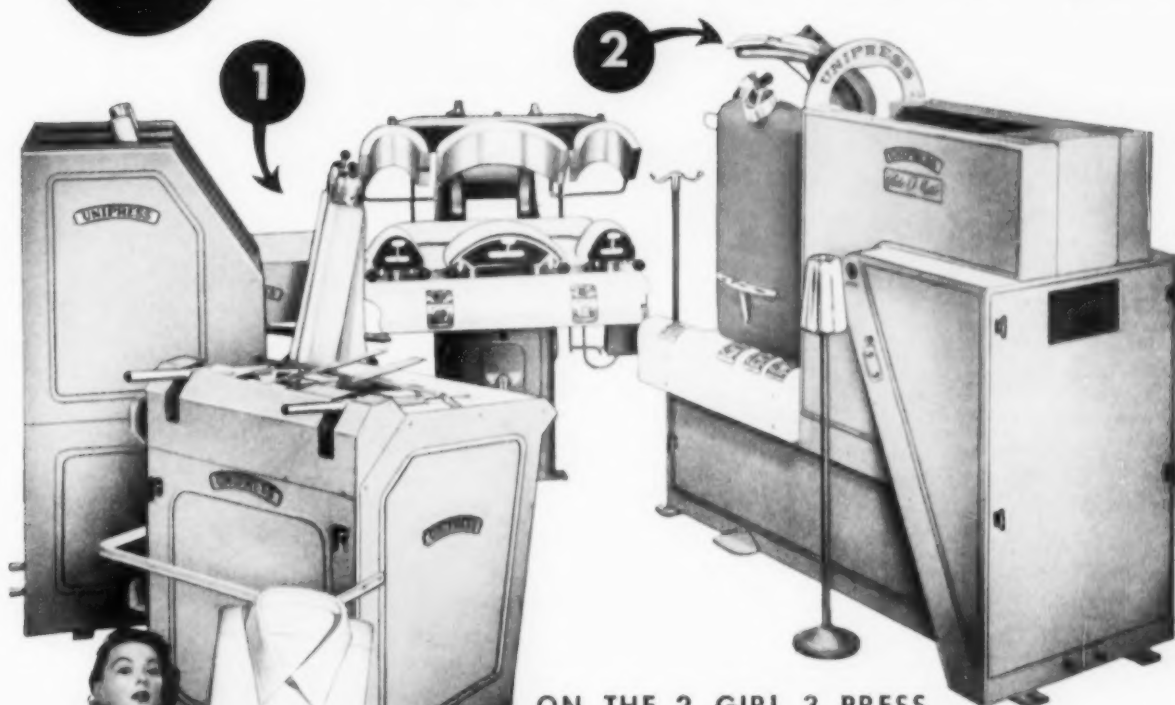
1. Negligees
2. Housecoats
3. Sweaters
4. Hand Bags
5. Gloves (all types)
6. Skirts
7. Knit Suits (get size chart)
8. Rain Coats (with water repellent)
9. Evening Dresses
10. Fur trimmed coats
11. Fur coats (cleaned and glazed)
12. Sport Coats
13. Dresses
14. Suits
15. Winter Coats
16. Blouses
17. Lounging Pajamas
18. Walking Shorts
19. Play Suits
20. Slacks
21. Jodhpurs
22. Stoles
23. Scarves

Back-to-school check list sent to each of Spitzer's customers

UNIPRESS

UNSURPASSED SHIRT FINISHING

with these **TWO NEW MOST WANTED FEATURES**



ON THE 2 GIRL 3 PRESS

Glide-O-Matic[®]

SHIRT FINISHING UNIT BY

UNIPRESS[®]

TWO NEW GEMS on the UNIPRESS Glide-O-Matic 2 girl, 3 press shirt unit give you more shirts per hour with the finest quality finish available anywhere. *First* is the UNIPRESS Model MSA One Lay Double Sleever which automatically measures each sleeve length for perfect pressing every time. *Second* is the new yoke ironing feature of the BAS Cabinet Bosom and Body Press, which automatically presses the full yoke while operator is making lay on the bosom and body form. Add all the other outstanding UNIPRESS features and you have the most advanced shirt finishing unit on the market today. Your choice of seven beautiful decorator colors. See your Unipress distributor or write today for complete information. Remember, UNIPRESS LEADERSHIP PUTS YOU YEARS AHEAD.

FOR FINER FINISHING FASTER IT'S . . .

THE UNIPRESS COMPANY 2814 Lyndale Ave. So., Minneapolis 8, Minn.

SEE THIS UNIT IN OPERATION—BOOTH 365 A.I.L. CONVENTION, CHICAGO, ILLINOIS, FEB. 26 THRU MARCH 2.





cleaned by you
kept clean by International bags

Your jobs, your customers' clothes stay clean, well pressed—on the street, in the closet. And—your selling message in bright colors on the bag works for you outdoors and in—for weeks on end. Call your supplier today.



Success story

Here is a success story which has no parallel in the drycleaning industry

INVENTED IN 1952

In 1952 *automatic moisture control* was an unheard of technique. In March of that year Street's Dr. Mathews read his paper to the delegates in attendance at the national convention of the American Chemical Society. His research on micelle structure in hydrocarbon solutions led to the invention and perfection of STREET'S ELECTRONIC CONDUCTIVITY CONTROL UNIT.

INTRODUCED IN 1953

Street's introduced CONDUCTIVITY CONTROL to the industry at the NID National Convention in 1953.

There followed a spontaneous response which represented one of the most overwhelming votes of confidence ever witnessed in American industry. Expressing complete confidence in the integrity of Street's research staff, and the responsibility of Street's management, over 2000 cleaners purchased a revolutionary apparatus sight unseen, with only the reputation of the manufacturer to guide them.

This is all the more amazing when considering that before becoming eligible for CONDUCTIVITY CONTROL each plant was requested to convert to the 2-Bath method, so that all garments could be rinsed in distilled solvent.

CONFIRMED IN 1954

The following year, 1954, Street's utilized the facilities of NID, where a research fellowship was conducted over a period of three months. The results of this fellowship, reported in NID Bulletin F-14, confirmed the results reported by the 2000 pioneers.

The combination of 4% 886, CONDUCTIVITY CON-

TROL and a separate distilled rinse later became identified as the MYCEL PROCESS, now recognized as the mark of distinction for drycleaners.

5000 USERS BY 1956

Having stood the scrutiny of the NID fellowship, and having proven its practicability in over 2000 first-year installations, CONDUCTIVITY CONTROL was then ordered by thousands of additional cleaners for use in the 2-Bath method. By the close of 1956 over 5000 installations had been made, and in four short years an industry was revolutionized.

These 5000 alert plantowners were not impressed with the many fantastic short-cuts offered as substitutes. The claims for no distillation, no separate rinse, no automatic moisture control and greatly reduced concentrations of detergent failed to influence these 5000 thoughtful operators.

SUCCESS PROVEN IN 1957

Today the success of the MYCEL PROCESS is more in evidence than ever before. Those who have had extensive practical experience with the MYCEL PROCESS are more than ever convinced that (1) *automatic Conductivity Control is essential to uniformly safe water-soluble soil removal*; (2) *that a 4% charge cleans better than a dilute charge*; (3) *that Formula 886, even though dark in color, produces whiteness retention which is definitely superior to any of the light colored detergents*; (4) *that a separate rinse provides the only sure way of preventing streaks and swales when using a concentrated charge*; (5) *that there is no substitute for distillation, and that distillation of a rinse bath, instead of the charged bath, provides the only means of using a concentrated charge with a detergent cost of less than 50¢ per hundred pounds of garments cleaned*.

YES, the development of the MYCEL PROCESS with CONDUCTIVITY CONTROL, and its acceptance in over 5000 of America's leading plants, tells a success story which is unprecedented in the drycleaning industry. Others interested in the MYCEL PROCESS may enlist the services of one of Street's 50 highly trained technicians. Write to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, U.S.A.



Remodeled store front has done a good job in attracting new customers

THE BIG SWITCH

Transformation of wholesale operation to retail business aided by shirt unit

By RICHARD VINOCUR

A BANK LOAN, a shirt unit and some determination on the part of plantowner Charles Alyanikian enabled Media Cleaners, Media, Pennsylvania, to undergo a big change.

The change came about almost three years ago when the small-town plant took on the job of becoming a retail operator after 10 years in a wholesale operation. And today Media Cleaners enjoys the reputation of being one of the leading plants in the area and one with the largest volume.

"You can attribute our success to any one of three factors," explains Mr. Alyanikian. "The remodeling of the plant, the shirt department and the fast service we offer have all helped. But honestly, if I hadn't gone into shirt production I'd be out of business now."

Let's go back several years to see what brought about the big switch for Media Cleaners. Charles, a former captain in the Marines, returned home

to help his father and brother in the plant. At the time Media was handling six wholesale routes, making up 85 percent of the dollar volume. The remainder was coming over the counter

at the plant in the form of retail sales.

The plant was doing about \$3,000 a week in wholesale business over several years. The cleaning wheels were churning at all times and to all



Without shirt unit, Media plantowner feels he would be out of business

DRYERS BUILT FOR SERVICE...

NO-SAG BASKET
Extruded, rounded perforations provide smooth surface that will not damage fabrics.

OUTER WALL
Operators like it—never too hot to touch. Examine others!

INNER WALL
Added strength! Added assurance HEAT STAYS IN the basket!

BASKET DRIVE
Large basket shaft in Gear Reducer, supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation.

One reason why you should use BIG, STRONG CISSELL DRYERS

INCREASED AIR FLOW . . . just what you need for fast drying . . . complete deodorization. 36" x 30" moves 1350 cubic feet of air per minute; 42" x 42", 3200. You can be sure Cissell Dryers have *all* the features you need for fast, efficient, economical drying. Just ask the man who uses one!

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.

Foreign Distributors write Export Dept. — Cable Code "CISSELL".



Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". ALSO AVAILABLE: Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

Consult Your Jobber

CISSELL



Conveyor operation is demonstrated by Mike Alyanakian, owner's brother. Customer control system is shown in foreground

MEDIA'S CALL-OFFICE CONVEYORS . . .

Being a retailer involves several steps which are not necessary in a wholesale operation. One is delivering the garments to the customer over the call-office counter. As Media's business snowballed, it became more and more difficult to handle the customers efficiently.

Garment racks were originally located in the rear of the plant which spreads out over a 7,700-square-foot area. It took the call-office salesgirl, or the bagger and Mr. Alyanakian who helped out when the office jammed up, over five minutes to locate the order and bring it to the customer.

As the situation grew worse owner Charles Alyanakian investigated the use of conveyors as a solution. He wanted a conveyor that would have storage space for shirts as well as drycleaning orders. He finally decided to purchase two conveyors that carried 1,500 garments each as well as shirt orders. With the conveyors, which were assembled by Mr. Alyanakian and an employee the same day they were delivered, the plant has eliminated the need for a full-time salesgirl. The bagger now easily takes care of all customers in

a matter of seconds and does the bagging when the call office is empty.

An aid to the swift service now given is Media's order control file. The customer invoice is in four sections with one as the customer's record, another for office records, the third traveling with the order and the fourth being filed in the order control book. The latter is filed alphabetically and is further classified numerically according to the last digit in the invoice number. Thus, the bagger can turn to the page with the names starting with a certain letter, spot the end number and immediately pull out the customer's file, set the conveyor to the spot at which the garments are located, and thus give the customer much faster service.

When we spoke to Mr. Alyanakian he had had the conveyors for two months and already felt that they would pay for themselves within the year.

"Most innovations are geared for production, but the development of these conveyors shows an increasing interest in sales procedure and I wouldn't do without them," states Mr. Alyanakian.

intents the plant looked extremely busy. But Charles sat down one day and estimated that if the volume the plant was handling were retail business Media would be grossing about \$7,000 a week, 133 percent over the wholesale mark at the time.

The plant was jammed with help and productive labor costs were high above what they would have been in a retail business. At the end of the year Charles noted that the plant grossed \$189,000, but when the expenses were paid the plant had netted only a \$400 profit.

Wholesale profit weak

Of course, pointed out Mr. Alyanakian, they had a mortgage fully covered and didn't owe a cent. But when they looked over the figures they found that the profit picture of the wholesale setup could never be a whole lot better.

It was a matter of sink or swim for Media. The plant could not keep floating in its present position. Charles gave the matter a great deal of consideration. Would a retail outlet be more apt to succeed? In a retail operation the percentage of profits would be greater and operating costs would be decreased. Did the plant have the potential to carry such an operation and how much money could they invest?

There were many questions and it wasn't a spur-of-the-moment decision by any means. Many factors were considered, but eventually Mr. Alyanakian decided to revamp his entire setup.

It was just about this time that a machinery salesman happened by. During the course of the conversation the subject of shirts came up. The salesman mentioned several drycleaners who had increased their gross volume as much as 30 percent by the addition of a shirt department.

Shirt unit featured

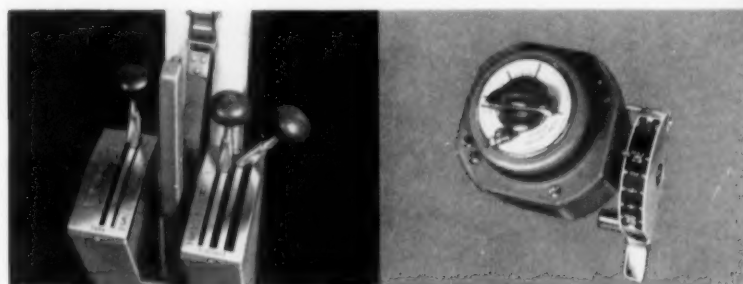
Since Charles had decided to take a risk in revamping his operation the extra gamble involved in a shirt unit seemed like a good one. If the shirt unit produced as it had for others, the task of converting to a retail operation would be that much easier.

The ball was rolling. Media Cleaners had enjoyed a good credit rating in the community and acquiring a \$30,000 loan posed no problem.

Plans were made to build an addition to house the shirt unit and make room for more office space. The front of the building was remodeled since the plant would now deal directly with the consumer. A two-girl shirt unit, costing \$6,500, formed the nu-

AIR AND STEAM *at the same time!* on the **CISSELL FORM FINISHER**

Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.



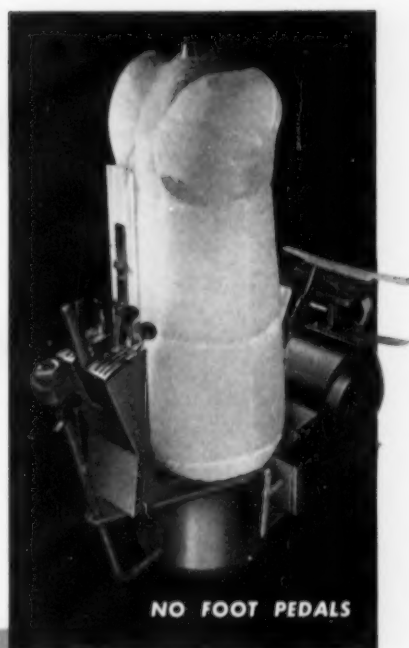
★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.

★ FULLY AUTOMATIC Cissell-built Time Switch does the job

Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.



NO FOOT PEDALS

Finish any
style or size—
from the
smallest child's
garment to
the largest
adult's garment.



★ Controlled air pressure

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments **WITH SAFETY**.

CISSELL FORM FINISHER with one set of #11 Sleeveers, one set of #24 Sleeveers, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

CISSELL

Consult Your Jobber

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Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"



Cissell vent
clamp for short
garments.



Neat white-and-black package covers garment as bagger places order on automatic conveyor.

cleans for the shirt department. A 25-pound washer and an extractor were also purchased to complete the department.

In a town of 6,000, word-of-mouth is a pretty potent publicity agent. Along with the talk of customers, the six routemen set about to establish retail routes, using the fact that the plant did shirts as a selling point. Cooperation among routemen was very strong and one of the plant's routes which did about \$800 a week in wholesale volume reached this figure in retail sales in less than three months.

"Putting the shirt unit in the window and remodeling our store front didn't hurt us either," commented Charles on his swift success.

Volume keeps climbing

With the shirt unit as a support, business began to improve. Slowly but surely the unit proved its worth. The first week in operation the unit handled 794 shirts. Week by week the figure moved along and at the end of the first year the plant was turning out 2,000 shirts weekly. By June of 1957 Media Cleaners hit the 3,000 mark. And Mr. Alyanikian feels that by the end of the year the unit will be pressed to its capacity of 3,500 shirts. Along with the actual dollar volume that the shirts have brought

Media, Charles estimates that laundering of shirts has caused a 60 percent increase in drycleaning volume.

Success of the shirt unit in the main plant was so encouraging that when Mr. Alyanikian acquired an outlet in the downtown area, he immediately installed a one-girl shirt unit in the store. The unit gave the plant a higher capacity for shirt production and added some activity to the outlet.

There is one other employee in the

store who handles the customers and the packaging of the shirts. Within the period of one year the volume in the outlet doubled from a \$200 weekly figure to \$400. Mr. Alyanikian attributes most of this increase to the shirt unit.

In two years the appearance of Media Cleaners has completely changed. The percentage of profit has greatly increased with less poundage handled. Operating costs are down and there aren't as many garments being handled, which means that hours are shorter and the payroll has been cut. Total volume is up from the \$3,000 weekly wholesale figure to the present \$4,000 mark. This is broken down to about \$2,400 taken in on the route and at the outlet and \$1,600 over the counter at the main plant.

Labor costs cut

Mr. Alyanikian estimates his direct labor costs have been reduced from 35 percent to 23 percent and he plans to cut that figure to 20 percent by the end of the year. At present the plant employs 27 persons, including management, the six routemen and the downtown outlet employees. Mr. Alyanikian decided that his was to be a quality operation and base cash-and-carry prices are \$1.25 for a man's suit and 25 cents per shirt. On the routes prices are \$1.40 on suits and 28 cents on shirts.

Mr. Alyanikian now looks back on the business as it was three years ago and is especially pleased at the complete transformation that has taken place. The risk of converting to a retail business and the gamble of installing a shirt unit have turned out to be the safest chances he has ever taken. # 2





- with FABRIC PRESSING HEADS
- with VACUUM
- with WATER-SPRAY GUN & CONDENSER
- with UNPOLISHED HEADS including pad and cover
- with POLISHED HEADS less pad and cover
- SINGLE, DOUBLE or TRIPLE TABLES

The industry's finest PUFF IRONS any way you want them



Cissell Puff Irons with Fabric Pressing Heads and vacuum is the modern equipment for finishing many new fabrics... faster, easier. Large volume of up-steam, strong vacuum, and the Fabric Pressing Head remove difficult wrinkles, reduce hand ironing, give materials a brighter look. For conventional hand-pad finishing, the fabric head may be moved out of working range. (See illustration at right.) Fabric Pressing Head Puff Irons avail-

able in Double Table Units, (either two-way or four-way) Triple Table Units and Single Table Units... on any Puff Iron except No. 3 Egg. Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT-TWO 45" DOUBLE TABLES... standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 4X Sleever, Corner Plate and Extension Plate with bracket for 4X Sleever.



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Consult Your Jobber





MIAMI CALLING

A TRIP TO THE MOON may not be in store next year, but an earthbound visit to the National Institute of Drycleaning Convention in Miami, Florida, should prove an enlightening and stimulating experience with which to start 1958. "Be up-to-date in '58" seems a particularly apt slogan for this convention, scheduled for Miami's Municipal Auditorium, January 15-18.

NID officials are now completing arrangements for the event, which will include the presentation of the coveted Spirit of Service awards, outstanding speakers, timely business and training sessions and, as an added feature, an optional post-convention air cruise to Havana.

Two winners will receive top prizes in the Spirit of Service awards. The first-place entrant will be given a

handsome 21 inch trophy. To be presented on the opening day of the convention, this prize will be displayed in the offices of the group judged "most meritorious in its spirit of public service." The winning association will also receive a \$300 check, payable to a local charity of its choice.

The runner-up group will be awarded a plaque plus a \$200 check, also to be used by a charitable organization. Three other groups will receive honorable mention certificates. All participating groups will be given national honor certificates, which each member can post in each of his plants or sales outlets.

Following the presentation, one of the nation's best known speakers, Dr. Kenneth McFarland, will emphasize the significance of the service activi-

ties on which the awards are based. Dr. McFarland is an educational consultant and lecturer for the General Motors Corporation, and will be remembered for his inspirational talk on "The U in Business" at the NID Cleanorama in 1955. He was recently named "America's Outstanding Salesman for 1957" by the National Sales Executives Club.

Business-press panel

At the Institute's last convention the results of a motivation study conducted by the Institute for Motivational Research were outlined for those attending. Dr. Ernest Dichter, director of the research group, showed how customers really feel about drycleaning and suggested ways in which drycleaners could capitalize on these findings. The resulting recommendations subsequently became known as "Dichter's Dicta." This year, to demonstrate how drycleaners have successfully translated this advice into dollars and cents, the NID has asked five business paper editors to draw outstanding examples from their experience. In addition to your editor, representing NATIONAL CLEANER & DYER, these speakers include Stan Daly, *Laundry and Cleaning Age*; Len Fiddle, *Cleaning Laundry World*; Ben Ginsberg, *The Guide*; and Ken Thomas, *American Drycleaner*.

Creative management sessions

Still another feature of the convention will be the training sessions on creative management techniques. Scheduled for two afternoons, the techniques study will cover creative thinking, problem prevention, idea stimulation and brainstorming. Dr. Bernard B. Goldner, director of the School of Creative Thinking, LaSalle College, will lead the sessions. He has served as a consultant to a number of leading companies.

For the drycleaner (and his wife) to whom a short trip to Havana appeals, a post-convention air cruise has been set up by the Institute through the United States Travel Agency. Running from January 19-22, the trip will offer sightseeing and relaxation with a Latin flavor.

For those who prefer to stay state-side, Miami offers a number of well-known attractions for tourists. As a matter of fact, this might be the perfect time to take that midwinter vacation you've been promising yourself. Above all, start the new year armed with really useful facts and ideas for your business. A trip to the NID Convention in January can make this a red-letter year. #

5 reasons why **YellowGo**® is better than powdered strippers



Ben Altman, cleaner at Ruby Drycleaners, Chicago, preparing YellowGo stripping bath

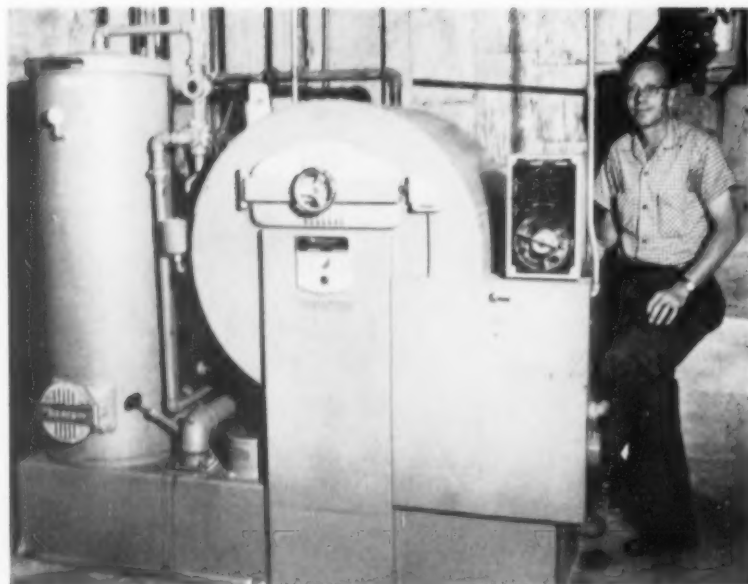
More and more drycleaners are finding that . . . when it comes to removing dye stains . . . Wilson's liquid stripper, YellowGo is more efficient and easier to use than old-fashioned powdered strippers. Compare the two types in the table below and see why YellowGo belongs in your plant too.

	YellowGo®	<i>Powdered Strippers</i>
1 TEMPERATURE	May be used cold or hot	Must be used hot
2 EFFECTIVENESS	Removes red, green, yellow, purple, blue, brown, black, etc. dye stains	Do not remove stubborn red, yellow or green dye stains
3 RESTRICTIONS ON USE	May be used in any washer as well as stone, porcelain, plastic, monel metal and stainless steel containers	May not be used in metal containers and washers or wood washers with metal fittings
4 ODOR	Negligible	Objectionable
5 COST	Less than 5c a gallon of stripping solution	7c to 15c per gallon of stripping solution

If you now use a powdered stripper for removing dye stains why not order a bottle of YellowGo and make your own comparison test. Your jobber carries YellowGo . . . call him today.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

"Stain Removers are our only business"



Compact new cleaning unit gives justifiable pride to Mickey High, partner in Diamond Cleaners. Unit occupies 9 by 4 1/2-foot area in corner of cleaning room.

New Cleaning Equipment Makes Life Easier for Small Plant Operator

By LOU BELLEW

THREE TO FOUR HOURS less time spent in the cleaning room each day is only one of the advantages of a recent installation of new equipment at Diamond Cleaners in Pasadena, California. In addition, the compact unit occupies less than half the space required by the old equipment and produces a more consistent quality of cleaning, according to partners Lowell Stutz and Mickey High.

Located on the east side of Pasadena, on famous Colorado Boulevard, the plant has only a 15-foot frontage but it goes back from the street to a depth of about 120 feet. There are five productive employees. Because of poor parking facilities most of the present volume comes from the firm's three routes.

Desiring to convert the cleaning room operation to the charged system, Lowell and Mickey found they had no facilities for storing extra solvent. To provide them, because of the state fire law, would mean an underground installation that would have

cost over \$500 by the time the job was completed. A new extractor, too, would be needed, and new or used it would have been costly. The partners reasoned that even when the change was accomplished their present cleaning unit would be worth little more in cash value, so they decided on the new unit.

According to Lowell Stutz, cleaning was formerly done in a 40-pound washer operated by an overhead line shaft, which also ran the 20-pound extractor. Washer running time was 25 minutes, and because of the small size of the extractor production was really slow. Drying the garments required carrying them into another room to the tumbler. Each load involved considerable cartage and handling.

Unit cuts work

Lowell's part in this operation entails doing the cleaning and spotting, hanging and sorting work to the fin-

ishers, answering the phone and countless other details, while Mickey spends most of his time on the routes. Result was Lowell worked until 6:00 o'clock every night.

The new petroleum washer-extractor unit has really proved its worth. Lowell says all he has to do is load it, turn it on and get back to his other chores for another half hour until it's time to remove the garments. The new unit is of 50-pound capacity (although it is never loaded with more than 44 pounds) and Lowell gets his work done between 2:00 and 3:00 o'clock each day, instead of 6:00. Most times he finds he has nothing to do even between loads, and it's a welcome relief.

Other advantages

The partners list a number of advantages of the new unit over their old equipment. No spilled solvent. No leaks. No drain racks to handle. Allows better housekeeping. Doesn't require using a line shaft driven by a motor outside the room. Saved the need of installing another underground tank for solvent.

Another advantage is the saving in space since the complete new unit takes up an area only 9 by 4 1/2 feet, compared to an 18-by-5-foot area. Then, too, there is the matter of convenience, and better utilization of the operator's time.

Since the busy street lacks proper parking facilities, the routes are necessary to insure a proper volume of business. One of the advantages of the routes is that there is little if any fluctuation in volume from week to week. Customers who move from the immediate neighborhood are not necessarily lost, thanks to the citywide route service. Since purchasing the business three years ago, Lowell and Mickey have tripled the previous owner's volume by means of route solicitations.

A dozen nice motels a short distance from the plant provide a considerable amount of business during the four months season of nearby Santa Anita race track. Two years ago solicitation resulted in 10 of the 12 agreeing to have Diamond Cleaners do their guests' work. Since then the other two motels have been included as accounts. Prices are \$1.50 cash-and-carry, \$1.65 pickup-and-delivery for regular service. One-day specials are 25 percent extra. Most of the motel business is in specials.

Many new residents locate at the motels until they find a suitable house, and thanks to the route service they remain permanent customers later. # #



*The belt
that
stayed home*

**tells when you're cleaning
with *DIRTY SOLVENT***

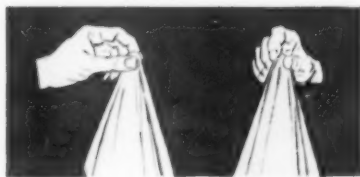
When a customer gets back a newly "cleaned" dress that looks drab compared to a belt that she has kept at home—watch for complaints!

Dull, gray garments are a sure sign your solvent is dirty. And they're a warning signal that you're risking the loss of customers.

Don't take this risk. Keep solvent clean all the time, by using DARCO® DC activated carbon every day. It costs so little—a fraction of a cent per garment—and it does so much. DARCO DC

cleans out bleeding dyes that can build up to dangerous levels in charged soap systems in just one day's cleaning. At the same time, DARCO DC takes out fatty acids and odors.

You'll lose less soap and solvent with DARCO DC. Altogether, it's the cheapest "customer insurance" you can buy. The 2-pound bags make it easy, clean and economical to use. Order DARCO DC today from your distributor, and use it every morning in the amount recommended on the DARCO Dosage Chart.



GIVE YOUR SOLVENT THE DARCO WHITENESS TEST

Tear a clean piece of white cotton or rayon in half. Run one half through your washer. Dry it, press it and then compare with the half that wasn't cleaned. If the "cleaned" cloth looks gray, you're trying to clean with dirty solvent!

Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-It" chart.



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LEGAL DECISIONS

By A. L. H. STREET

Employment Contract

Should an employment contract state whether the employment can be terminated at the will of either party or is to continue for at least a certain time?

The point is well illustrated by a case decided many years ago by the Iowa Supreme Court (*Harrod v. Wineman*, 125 N. W. 812).

A contract employing a manager of a small laundry did not specify how long the employment should continue. It did state, however, that the salary should be \$30 a week and that if the employer should sell the business within 60 days, the employee should receive \$120 in addition to the salary. Did that imply that the employment should continue for at least 60 days?

The court decided no in this case, noting that the employer's discharge of the employee two weeks after the employment did not entitle the latter to anything more than the weekly salary accrued up to the time of discharge.

The court recognized that the result was a harsh one, but that it was "one against which he could easily have protected himself in framing the contract of service."

Apparently, the business was not sold by the employer within the 60-day limit.

Interference With Business

Can a cleaner take legal action against a person who deliberately and maliciously tries to prevent patronage of his store?

Yes. A case in point involved a real estate owner in a small Kentucky town, who had a grudge against the operator of a drycleaning establishment located across the street from where he lived. Among other annoying things, he would sit on his front porch and advise passersby not to patronize the cleaner, saying he was unreliable, did not know how to press garments and would damage them. The defendant threatened to dispossess any of his tenants who patronized the cleaner, and actually did evict two tenants on that ground. Also, he publicly threatened to put the cleaner out of business.

When the case was brought to court by the cleaner, the Kentucky Court of Appeals decided that the defendant was liable to the plaintiff for all the actual damage resulting from this con-

duct, as well as an extra allowance because of the willfulness and malice shown (*Engleman v. Caldwell*, 47 S.W. 2d 971).

If a wealthy and influential man should establish a cleaning business for the sole purpose of ruining an established cleaner, would the courts be apt to award damages to the latter and possibly enjoin continuation of the malicious competition?

According to a decision by the Minnesota Supreme Court given some years ago, the answer would seem to be yes. (*Tuttle v. Buck*, 107 Minn. 145.) In that case, the plaintiff, a barber, sued the defendant, a banker, for \$10,000 damages. He alleged that the defendant, with malicious intent, established a barbershop and hired a barber to operate it, using his personal influence to draw patronage away from the plaintiff. The Supreme Court said that the plaintiff would be entitled to damages if he proved his allegations. The court reasoned:

"To divert to one's self the customers of a business rival by the offer of goods at a lower price is in general a legitimate mode of serving one's own interest, and justifiable as fair competition. But, when a man starts an opposition place of business, not for the sake of profit to himself, but regardless of loss to himself, and for the sole purpose of driving his competitor out of business, and with the intention of retiring upon the accomplishment of his malevolent purpose, he is guilty of a wanton wrong."

Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The NATIONAL CLEANER & DYER. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER
& DYER
305 E. 45th St., New York 17, N. Y.

... In such a case, he would not be exercising the legal right. . . . To call such conduct competition is a perversion of terms. It is simply the application of force without legal justification, which in its moral quality may be no better than highway robbery."

Payment for Poor Results

If there is no evidence to show a cleaner has been negligent, can he collect payment for a job the customer believes unsatisfactory?

Yes. For example, a firm of furriers sent 38 coats that had been submerged in a flooded storage unit to a drycleaning firm. The cleaning results proved unsatisfactory, but there was nothing to show that the cleaner was negligent or had failed to use proper skill.

In the facts presented, the Appellate Court of Illinois, Second District, decided that the cleaner was entitled to collect his charges (*Vander Beke v. Stone*, 142 N. E. 2d 814).

The court, in effect, decided these points:

The terms of the agreement, not disclosed by the court's opinion, controlled the rights and duties of the parties.

A cleaner does not insure results, in the absence of special contract to that effect. He is merely liable for negligence. His liability may be enlarged by special agreement; that is, "in clear and unmistakable language."

In the absence of an agreement to use greater care, the obligation is to exercise that care one would ordinarily use concerning his own property, plus the care and skill that may reasonably be expected of one engaged in cleaning garments.

If proper care and skill have been used, the cleaner is not liable for adverse results, and is entitled to collect his charges, even if the garment "is so changed in appearance that it cannot be identified." But, if garments were received in better condition than when redelivered after the cleaning process, the burden falls on the cleaner to produce evidence tending to show that he was not at fault.

In this case there was no evidence that the cleaner had agreed to restore the coats to their original condition before they were damaged by the flood water. Nor was there evidence of a guarantee that the coats would be fit to wear after being drycleaned.

**Trouble-free service for you ...
Better service for your customers!**



HUEBSCH *dry cleaning* **TUMBLERS**

Whether you use one Huebsch Tumbler ... or fifty, as some dry cleaning plants do ... you know that fast, efficient, *dependable* operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

IN 4 SIZES

36"x18"
36"x24"
36"x30"
42"x42"

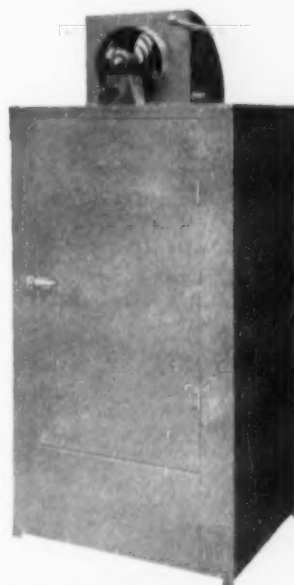


HUEBSCH BAGGERS

Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a *must* for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature ... yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.



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With the Field's Only Complete, Standard Buyers' Directory

"MOTIVATION"—theme of your big 1958 Guidebook, coming in March—means

MAKING MORE PEOPLE

WANT THE SERVICES

YOU SELL!

And the 1958 Guidebook will tell you how to organize and conduct your own motivation program — handled efficiently and with results by yourself and every member of your plant team who has any kind of contact with the buying public.

"Motivation" is the modern key to building business and holding it. As new as today and tomorrow, it is next in the long line of Guidebook themes that have helped establish NATIONAL as the top publication in the drycleaning field.

In down-to-earth terms and with plenty of illustrations and case histories, "Motivation" will be your practical blueprint for putting 1958 techniques to work with all

- route personnel
- store personnel
- promotions
- advertising
- publicity
- packaging . . .

in other words, with just about every individual and phase of your operation that can impel more customers to bring you more business, steadier business, more profitable business!

**"MOTIVATION" IS THE SALES-BUILDING FORCE
DEVELOPED BY SALES-BUILDING EXPERTS—
AND NATIONAL CLEANER & DYER'S 1958 GUIDEBOOK
PUTS IT INTO COMPACT, HANDY TEXTBOOK FORM—
FOR QUICK, EASY APPLICATION, BOTH INSIDE AND OUTSIDE YOUR PLANT**

In addition, your 1958 GUIDEBOOK includes

THE INDUSTRY'S ONLY COMPLETE, STANDARD BUYERS' GUIDE

NATIONAL's 1958 Guidebook brings you the only buyers' directory available to the field—more than 130 pages—listing thousands of items of helpful buying information—where-to-do-business facts you can use day-in, day-out for 12 solid months. This part of the Guidebook contains the

CLASSIFIED DIRECTORY—listing all kinds of drycleaning equipment and supplies by product . . . with manufacturers of each . . . a constant, easy-to-use, ready reference on who makes it and sells it

TRADE NAME DIRECTORY—alphabetical listing of trade name products and their manufacturers . . . a quick means of tracking down the source of "trade name" equipment and supplies

MANUFACTURERS' DIRECTORY—alphabetical listing of manufacturers and their home office addresses . . . full information on where to contact companies listed in the classified and trade name directories

LOCAL BUYERS' GUIDE—geographical listing of manufacturers' branch offices, distributors and jobbers, with addresses, arranged by cities and states . . . a practical direction-finder for contacting the nearest source of equipment and supplies

DETAILED BUYING INFORMATION—supplied in display advertising and in informational ads throughout the Classified and Geographical Sections . . . providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services

AND YOUR OPERATING GUIDE

This big section brings you up-to-the-minute reference material for day-in, day-out easy application by yourself and every one of your key employees.

In NATIONAL's customary authoritative style, it provides you with page after page of charts, graphs and tabulated information covering all phases of drycleaning operation and production.

December, 1957

THERE'S ONLY ONE GUIDEBOOK of the DRYCLEANING INDUSTRY

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**NATIONAL
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*First in the
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New Georgia officers, left to right: Jimmie Gardner, Ernest Barrett, H. H. Chandler and Louis A. Klauber

Georgians Discuss Management

WAYS TO IMPROVE efficiency in the plant and to pinpoint the role of management in a successful plant operation were discussed by more than 300 Georgia laundymen and dry-cleaners who met at the Biltmore Hotel in Atlanta October 2 and 3.

The theme of the 1957 annual convention of the Georgia Launderers and Cleaners Association was "Efficient Management—the Key to Success." John Monahan, Fort Lauderdale, Fla., a director of the American Institute of Laundering, told the group an efficient manager should

prepare a weekly report of production and marketing for each department of the plant. The report should be so detailed that an accurate comparison can be made percentagewise with results of the previous week and a year ago.

Speaking on the "man" in management, G. W. Boyd of Emery Industries, Inc., said the first customers a plantowner must sell are his own personnel. He urged all plantowners to give effective and personal leadership, to get to know their employees and their problems, and to encourage and compliment the workers whenever

possible, making them feel they are important to the firm.

Specific plant problems and how to solve them were explained by John A. Ireland of Caled Products Co., Inc.

Dr. Joseph Wiebush discussed a number of technical research projects being carried out at the National Institute of Drycleaning, where he is director of research.

Convention goers received help on individual cleaning problems during a panel discussion moderated by Arthur Solomon, Jr., of Savannah. Panelists were Jack Chin, Mobile, Ala.; Pat Plylar, Jr., Birmingham, Ala.; Charlie Perkins, Atlanta.

The Honorable Calvin Johnson, former U. S. Senator, now associated with the American Trucking Association, spoke on "Our American Heritage."

One afternoon session of the convention was devoted to a tour of four laundry and drycleaning supply plants in the city.

H. H. Candler of Burnette's Cleaners, Atlanta, was elected president, succeeding Joe May of Atlanta. Ernest Barrett, Fair Oaks Cleaners, Marietta, is vice-president, and Jimmie Gardner, Gardner Cleaners, Conyers, is secretary-treasurer.

Louis A. Klauber is executive secretary and general counsel of the association. # #



Meaning of quality is spelled out by Jack Ireland to nearly 150 attendants at the recent New Jersey convention

Little Things Count, Garden Staters Hear

ON A PROGRAM of general subjects at a recent convention in New Jersey, one of the principal speakers, Jack Ireland of Caled Products Co., advised over 150 listeners that the entire concept of quality depended upon many little things.

He and the other speakers were appearing before the first annual convention of the Dry Cleaners Guild Division of the New Jersey Laundry

and Cleaning Institute, held October 27 at the Essex House in Newark, New Jersey.

Mr. Ireland detailed the little things in each department that count for quality. He stressed the need for neat stores and clean trucks. He also mentioned proper cleaning room and spotting procedures, as well as attention to detail in finishing. This included the proper training of plant

personnel. He further cited the need for good inspection, minor repairs and good packaging.

Another on the topflight program was Dr. Dorothy Lyle. She told of the new fabrics that will appear on the garment market this season. To emphasize her talk, Dr. Lyle had samples of all the new fabrics.

A newcomer to the platform, for this reporter, was Tom Welter representing R. R. Street and Company. Tom gave a very informative talk on solvent maintenance. His flip charts were especially effective.

An important sideline was discussed by Michael Selznick, a plantowner and secretary of the Suede Leather Refinisher Association. He apprised the group on proper handling of leather garments for profit.

Other talks included a very timely one by Kenneth Weiser of M. R. Weiser and Company, accountants, on the subject of prices vs. costs. He pointed out that a proper balance must be maintained for a successful plant.

Continued on page 78

NEW! DIFFERENT! TERRIFIC!
NEW! DIFFERENT! TERRIFIC!
NEW! DIFFERENT! TERRIFIC!



the **E-Z**

PLASTIC BAGGER!

**Don't make a move
until you've seen it!**

- Completely trouble-free!
- Finger-tip operation!
- Uses all width plastic rolls!
- Sensibly priced!

Ask your Local Jobber about it now!

(or, for full information use this coupon)



4850 W. Belmont Ave.
Chicago 41, Ill.

E-Z Packaging Corporation
4850 W. Belmont Ave.
Chicago 41, Illinois

- ☐ Send full information on the new E-Z Plastic Bagger.
☐ Refer me to the nearest E-Z Bagger jobber.

Name

Firm Name

Address

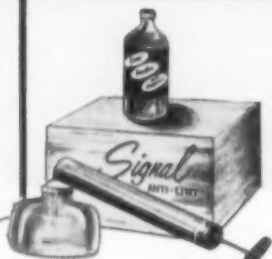
City Zone State

END LINTING PROBLEMS

WITH *Signal*
ANTI-LINT



*Stops Lint and
Static. No
Brushing or
Vacuuming...
Gives Garments
a better "hand"*



**FREE SPRAYER WITH EVERY 6 BOTTLE CARTON
WRITE TODAY FOR FREE SAMPLE BOTTLE (30 day supply)**

Contact your nearest jobber or write

Signal **CHEMICAL MFG. CO., INC.**
5020 Richmond Rd. Bedford, Ohio

QUESTIONS and ANSWERS

Wood Oil Stains

I have tried paint remover on these wood oil stains without any success. Can they be safely removed? If so, how?—R. C., Ohio

It is possible to remove the wood oil stains on this garment, but it will require some time and patience as well as spotting agents to do it.

The best results are achieved by using amyl acetate in conjunction with an oily-type paint remover. I would suggest that the stains be treated first with amyl acetate and then with the paint remover. Allow the stains to soak for a period with these spotting agents. Rolling up the stained areas of the coat will help prevent evaporation of the amyl acetate. After an hour of soaking it will be necessary to again apply the oily-type paint remover to the stains and work them with the bone spatula. I think you will find that the stains will now become soluble. The garment should be recleaned to flush out the stain as well as the paint remover.

"Leather" Cleaning Methods

Should these strips of leather be drycleaned or wetcleaned?
—G. U. C., North Dakota

The samples of "leather" appear to be resin or plastic material simulating leather.

We exposed a piece of this material to dry solvent (perchloroethylene) for several days agitating it at regular intervals. We also placed one piece of the material in a synthetic detergent and water bath for the same number of days, agitating it from time to time.

We could detect no difference in the two samples, and therefore believe this material will withstand either drycleaning or wetcleaning without any loss of color or any apparent change in the material. In either case, it would probably *not* be advisable to expose the material to too much mechanical action. The extraction should be moderate.

Water-Soluble Sizing

What is the nature and cause of the yellow discoloration on this blue dress?—O. M., New Jersey

The yellow discoloration across the back of this garment is due to a movement of sizing in the fabric. The sizings used in these mixtures of silk and cotton are somewhat water-soluble and as a result any moisture tends to cause this condition. It seems that when the sizing moves it oxidizes and takes on a yellow discoloration. You will notice that the same discoloration occurs underneath the arms which is no doubt due to the perspiration that has been present. Perspiration could also be the cause of the discoloration present across the back of the garment.

The only hope of clearing this condition is to try to flush this oxidized sizing from the fabric through the use of a wetting agent plus water. This may be attempted on the board but it may even be necessary to resort to soaking the garment, followed by wetcleaning. Then the garment should be resized. This can be done after the garment is dry with one of the dry sizings or it can be done after the garment has been wetcleaned and extracted by means of a wet type of sizing.

JANUARY						
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National Fur Care Week (26-February 2)

This is made to order for plants that do fur cleaning. For those that don't, the Orlon-Dynel deep-pile coats offer a rich market. Now is the time to plan spring storage promotions, too.

March of Dimes Month

Here is a nationwide campaign that all cleaners can join. Make mention of it in your newspaper ads and radio script. It is an excellent goodwill builder. Your local chapter will be glad to supply you with copy.

MARCH						
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Red Cross Month

Another nationwide campaign that lends itself to public-spirited cleaners. Make mention of it in your ads for goodwill. Work with your local association on this for a group effort behind the drive.

Household time

Spring cleaning will be starting soon. Now is a good opportunity to begin to promote drapes, slipcovers and blankets. Seasonal messages on bags, shirtbands will do a suggestive selling job for you.



Sales Promotion

This is your fourth annual promotion calendar. It is brought to you again as a result of your many letters telling us how helpful it has been.

More and more plantowners realize the need for long-range planning in their advertising efforts. And the year 1958 makes this more urgent than ever. As all business generally reaches a plateau in the months ahead, the fight for the consumer dollar will become increasingly acute.

It could be a critical year for those plantowners who up to now have depended completely upon word-of-mouth advertising. It will be another good year for the smart operator who knows that advertising does not cost; it pays.

Easter approaches

Easter will be here two weeks earlier than last year. Your promotions should start by the first of the month to spread out the workflow before April 6.

Send out reminder cards ("only 15 days until Easter, etc.") and make the same mention in your newspaper advertisements to avoid the last-minute deluge.

St. Patrick's Day (17)

Here is a chance to use a time-tested promotion. Cleaning green garments free has proven a real successful promotion.

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Shirts

More and more cleaners are laundering and finishing their own shirts. A special promotion on this service is timely now. Be sure your quality control is right, to retain new customers.

Mother's Day (11)

This lady is the most important in our lives, and in business as well. She influences the majority of purchases made in the dry-cleaning plant.

What an excellent time to let her know we appreciate her past patronage! And she should be familiarized with the many services of your plant that will help lighten her workload at home, too.

Special promotions

This is the height of your spring

promotions. Box and fur storage should be at their peak. Your customers should be reminded of water-repellency, mothproofing, and sizing of fashionable cotton garments. Dyeing and leather work should go well now, too.



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on Calendar—1958

This calendar must necessarily be general in scope. Local conditions and climates vary throughout the country. But it can serve as a guide for most plants. Special weeks and months of the year are mentioned to help cleaners tie in with such promotions.

These special events were taken from a book entitled "Special Days, Weeks and Months, 1958" published by the Domestic Distribution Department, Chamber of Commerce of the United States, Washington, D. C. Copies are available from the publisher at 50 cents apiece.

Your advertising campaigns should be preplanned at least six months in advance. That is the prime purpose of the calendar.

St. Valentine's Day (14)

A perfect time to remind all lovers of the importance of good grooming for the right impression. The holiday lends itself to unusual window displays and direct-mail promotions.

Nonseasonal specials

This is one of the slowest months for most cleaners. It is a good time to offer special prices on neckties, blankets or items other than the bread-and-butter suits and dresses. Such "get acquainted" sales will create new customers for the busy months ahead.

FEBRUARY

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Box storage

Help the housewife clean out her closet of winter garments. Over the past few seasons box storage has proved a real business builder. Woolens can be finished during the slow summer months ahead to keep the work force intact.

Athletic uniforms

It's baseball time again. Many cleaners have gained added revenue and prestige by servicing the uniforms of their local teams. This can build up a good year-



round sideline for other athletic uniforms used by schools and colleges.

APRIL

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Post-Easter season

End of Lent signals party time. Promote cleaning of spring formal wear. Winter garments need that final cleaning to avoid setting of stains. Latest techniques enable you to tap the rich market of furlike coats.



Flag Day (14)

Last year's NID free flag cleaning promotion was the best yet. This program is available to members and nonmembers alike. The most successful promotions tied in with local veteran or-

ganizations which are glad to support such patriotic gestures.

Here comes the bride

This is the month for weddings. Key your ads to the cleaning of formal attire. Follow the wedding announcements in the paper and solicit these high-ticket items. They add to plant prestige as well as dollars to the cash register.

Graduation time

Proms and other school func-

JUNE

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tions take place this month. Plants in college towns advertise to homeward-bound students. The garments can be cleaned and shipped to their homes, or held in box storage for next semester.

SALES PROMOTION CALENDAR—1958

JULY

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Inventory time

This is the time to check the effectiveness of your first six months of advertising. If volume was good, put a little more

into your campaign for the next six months. Time to check on layout and equipment for the busy fall season ahead. Does that route need splitting?

Vacation time

Independence Day can help bolster lagging sales for the plants that advertise for vacation togs. Sport shirts, slacks and cottons will help keep those presses busy. Not all of your customers are on vacation.



Valet business

Motel and resort business can be lucrative if you are in that kind of area. Guests appreciate quick service plus quality cleaning. Even casual clothes need the attention of the drycleaner.

AUGUST

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Charge accounts

Cash customers are anybody's customer; charge-account patrons belong to you. Feature this convenience in your ads and build a more loyal clientele now for the months ahead.

Back to school

Your ads should stress sweaters, skirts and slacks now. Go after the cleaning for dormitories, schools. That includes the rugs and drapes of the buildings themselves.



Fall planning

Have your fall route meetings planned in advance. Now is the time to think about blockbuster campaigns and contests. When your high-volume period arrives you will be ready to keep the orders rolling into the plant.

Open house

This is a highly effective way to build customer acceptance. Many plants pay visitors for attending; the money goes to local charity or church organizations. People acquire a better understanding of your professional services.

SEPTEMBER

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Autumn approaches

By the end of the month baseball will make way for football. Tie in with your local school teams. Another way to build goodwill is to sponsor a bowling team.

Labor Day (1)

Get those sports clothes into the plant before and after the last big holiday of the season. If they are cleaned before they are packed away, spotting will be a lot easier. Box storage works for summer things, too.

Special items

Good time to go after sideline sales. Rug cleaning, dyework and leather cleaning can be promoted advantageously. Hunting season is just around the corner. Advertise water repellency.

Wedding bells

This is another traditional wedding month. Advertise for wedding gowns and other formal attire early in the month. Check the society pages of your paper for prospects.





Hunting season

Heavy woolens are easy to clean and are profitable. Also, outdoor gear needs water repellent. Sell "up" by getting those sleeping bags and blankets, too.

Winter approaches

Now is the time to promote heavy outerwear. That includes skating and skiing apparel which require water-repellent treatment. Leather work offers good profits and professional wholesale leather firms can do an excellent job for you.

Thanksgiving Day (27)

Excellent opportunity for holiday special. Go after those turkey-gravy stains after the big feast.



DECEMBER

Gift promotion

Premiums for the kiddies are popular during the holidays. Many plants have had excellent

Orlon-Dynel

Deep-pile coats are here to stay. They provide top prices and are easily drycleaned. Special finishes are available now to restore the pile to like-new appearance. Prepare yourself to handle them; then let your customers know about it.

Household time

Every textile in the home needs refurbishing now. That includes rugs, drapes and curtains in preparation for the holiday season just ahead. Stress all these items in your ads this month.



Shirts

More and more cleaners are doing shirts today. Be sure you get

success on bicycle and doll giveaways. There are many inexpensive gifts that you can give to your regular customers for extra goodwill. Just a holiday card can be effective, too.

Formals

Party time is here. Get those formal gowns and suits to supplement your regular work. They provide the extra profit that every plant needs. Properly processed, they add to any plant's prestige and acceptance.

OCTOBER

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Halloween (31)

This is a natural for clever window and store decorations. Free paper masks and costumes printed on garment bags go over big. Band the other merchants together and offer prizes to kids who do the best painting on store windows.

NOVEMBER

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your share of the market by merchandising them now. Stress quality, quick service and convenience. Shirt finishing is one home chore the housewife is delighted to lose. Let her know you're prepared to take over.

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Window displays

The festive days of the month are ideal for attractive window displays. If you don't feature Santa Claus, snow scenes set the stage to plug sportswear cleaning.



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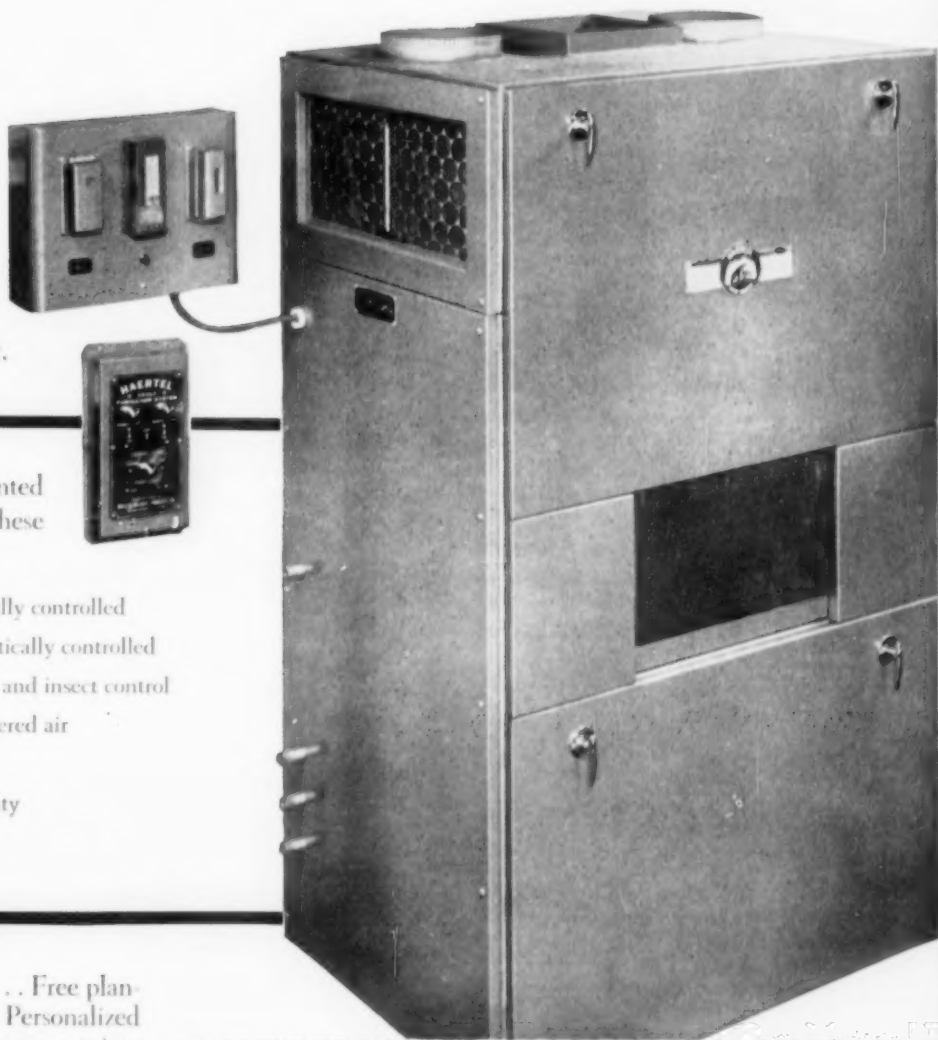
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Symbol of Quality...

Haertel Vaultmaster

*A Vaultmaster
Installation proves your
Company's desire to possess
The finest equipment
For Garment and Fur storage.*



The Vaultmaster is the only patented vault equipment made with all these features in one unit:

- ☆ Humidity—automatically controlled
- ☆ Temperature—automatically controlled
- ☆ Fumigation—for moth and insect control
- ☆ Ventilation—clean, filtered air
- ☆ Low cost installation
- ☆ All units under warranty
- ☆ A size for every vault

Twenty-seven years' experience . . . Free planning and engineering service . . . Personalized service by our many regional representatives . . . Proven and tested supplies for all types of fur cleaning.



Send for our
Free Storage Vault
Planning Kit

Have our experienced representative help you plan your vault. No obligation to you, of course.

WALTER HAERTEL CO. • 2840 Fourth Avenue South • Minneapolis 8, Minnesota

- ☐ Please send me the free storage vault Planning Kit.
- ☐ Have your representative contact us—no obligation.

Firm Name _____

Address _____

City _____ State _____

Signature _____



Shirts and pants are separated and inspected by plant manager Chris Gianis, then trucked to wetcleaning department for processing. Cloth jackets are drycleaned with regular loads

Plantowner Scores With Baseball Team

Major league club provides profitable sideline

By HARRY YEATES

REPEAT BUSINESS is an excellent indication that a plant is producing quality work. And nothing builds new business as easily as word-of-mouth advertising from one satisfied customer to another.

Such was the case at Esquire Cleaners, Chicago, where processing athletic uniforms for the White Sox baseball team has become a major sideline during the months of April through October.

It all started when plantowner Greg Gyam asked one of his customer friends affiliated with the baseball squad for the opportunity of processing two or three uniforms per week on a trial run. He was confident that he could produce a better looking



Shirts are pressed in finishing department, hung over pants, then uniform is bagged and delivered to ball park

Prove it yourself!

... without cost or obligation

This amazingly simple steam trap
can do a better job of draining your
units — save you more money —
than any other steam trap obtainable!



No other steam trap
like it!

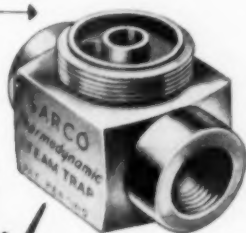
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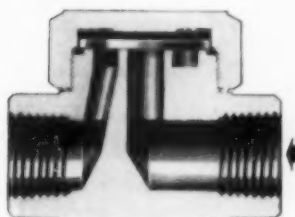
2. A DISC



3. A BODY



That's
all!



Self-adjusting . . . same large capacity
orifice for all pressures 10 to 600 psi!
The $\frac{3}{4}$ " size has more than enough
capacity for most units.

WHEN you equip your ironers, presses, tumblers, stills and other
units with steam traps to improve drainage . . . it will pay you
to make sure you get the combination of advantages which only the
Sarco Thermo-Dynamic can give you.

Laundries and dry cleaners who have tested various types of steam
traps are amazed at the difference the Sarco Thermo-Dynamic Steam
Trap makes. Why is this so? It's because the Sarco TD is a major
advance in steam trap design. Look at it . . . you can see how ex-
tremely simple it is. And its performance is a big step forward too.

Here's why the Sarco TD is the ideal steam trap for you

1. **Rapid, complete drainage** — it immediately discharges condensate, air and air-steam mixtures . . . maintains the right temperature in units at all times.
2. **Doesn't blow steam** — waste fuel.
3. **Same trap for all pressures** 10 to 600 psi — not a single change or adjustment required.
4. **Self-adjusting** — only one large capacity seat for each size — all pressures.
5. **Only one moving part** — a solid hardened stainless steel disc.
6. **Maintenance practically eliminated** — Sarco TD has simplest design. Cap, body and disc . . . that's all! No mechanism to get out of order . . . completely free of buckets, levers, pins, gaskets, narrow channels.
7. **Large capacity** — $\frac{3}{4}$ " size Sarco TD will handle all condensate from unit using as much as 14 boiler horsepower at 100 psi!

$\frac{3}{4}$ " size has more than enough capacity for most of your steam-using units. (Sizes $\frac{1}{2}$, $\frac{3}{4}$ and 1" also available.)

8. **Compact** — $\frac{3}{4}$ " size is only slightly larger than 50¢ coin.

9. **Low initial cost.**

10. **Low installation cost** — easy to install as a pipe fitting. No check valve needed — unique construction prevents reverse flow.

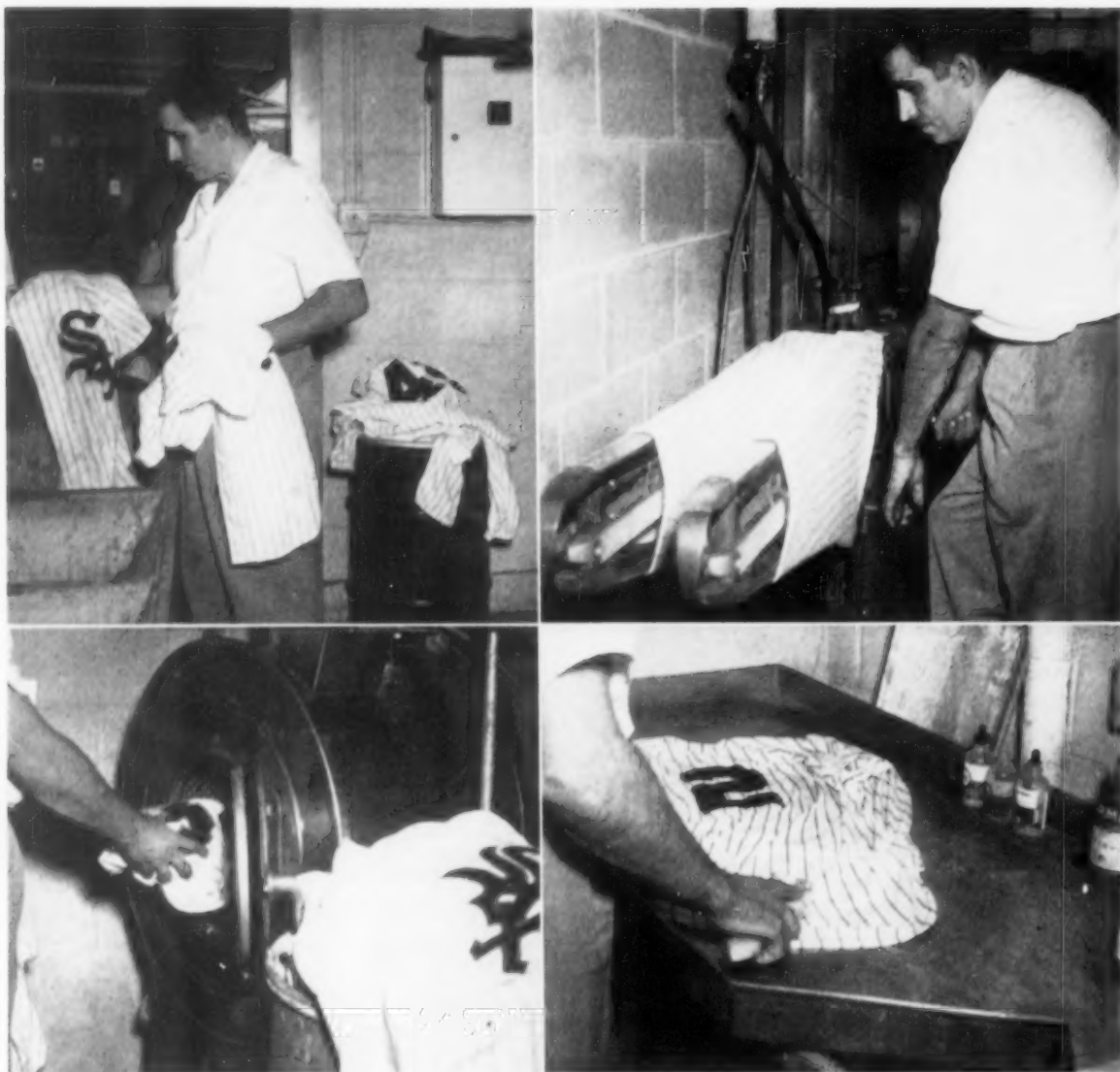
60-DAY TRIAL CONVINCES ... no cost or obligation

Prove to your own satisfaction . . . without cost or obligation . . . that everything we say about the Sarco TD is true.

Write direct to us or contact your supply house for a Sarco $\frac{3}{4}$ " TD trap and strainer for 60-day trial. You buy the TD only if you're completely satisfied. Sarco Company, Inc., 635 Madison Avenue, New York 22, N. Y.

2214 B

SARCO *Thermo-Dynamic* **STEAM TRAP**



Upper left: **Experiments** developed successful formula that brings repeat business season after season from major league ball club. Upper right: **Wrinkles are steamed** out after pants are air-dried overnight. Lower left: **Small automatic washer** is filled one-third. Chemical agents are added during washing cycle. Lower right: **Hand-scrubbing** removes any excess soil remaining after washing cycle

uniform and thus win team business on a contract basis.

The customer—long acquainted with the plant's high quality of work—agreed to present the idea to the management of the ball team. Within a few weeks the plantowner received a telephone call asking him to stop by the dressing room at the ball park for an order.

Process worked out

After experimenting with several types of processing, plant manager Chris Gianis worked out a plan that now assures Esquire Cleaners of at least 50 uniforms per week when the team is playing home games.

Uniforms are picked up by truck every week. Shirts are separated from pants in the marking room at the plant. Each piece is inspected for grass stains, mud, embedded dirt and other excessive soil.

Uniforms are transported by cart to the wetcleaning department. Equipment consists of a 20-pound washer, a 10-pound extractor, a row of nine standard-size wash basins and a scrub table.

Step 1: Three of the basins are filled with water heated to room temperature. A quart of wetting agent designed to loosen heavy soil is added to each tub, plus a handful of deter-

gent soap. Approximately 10 pants or 12 shirts are immersed in each tub for a half hour. Garments are wrung by hand and placed in the washer.

Step 2: The washer used only for processing athletic uniforms is one-third filled with water. The water must be warmer than room temperature but not scalding, otherwise the uniforms will felt or shrink. Fabric in most major league uniforms is usually a combination nylon, wool and cotton. So special care must be maintained to make sure that water temperature doesn't damage the fabrics.

About 3 teaspoons of a chemical



the swing
is to shirts . . .

and cleaners show up to 33% MORE PROFIT*
when they add shirt laundry service.

But — profitable shirt laundering requires know-how.
You can gain this experience without paying for mistakes with—

H. KOHNSTAMM'S SHIRT WASHING FORMULA SERVICE

106 years of leadership in the laundry field say you're right!
We'll show you a more successful, more profitable shirt service.
You'll get the benefit of time-tested tips to save you time, money
and trouble. We'll show you ways to boost profit. No need to settle
for less than the best — when it costs no more. Write or phone today!

*Based on a survey by a leading dry-cleaning publication

A complete line of laundry and dry-cleaning supplies. Send for free
booklet, "Better Way Washing Talks." Nation-wide service.



THE MOST HONORED NAME IN THE TEXTILE MAINTENANCE INDUSTRY

ESTABLISHED 1851
H. Kohnstamm & Co., Inc.

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OF QUALITY LAUNDRY AND CLEANING SUPPLIES

Save time...save trouble
use

Tru Color

for

DYEING*

**SUEDE & LEATHER
CLEANING**

**GLOVE
CLEANING**

REWEAVING

**FLAME
PROOFING**

**SHOWER
PROOFING**

* For Garments, Rugs, Household Fabrics
...also Vat-Dyeing of Commercial Linens

Send everything in same
bundle . . . fast, dependable
service all year round.

Write for trade price list or send a trial bundle.

TRU COLOR DYE WORKS, INC.

24-47 44th St., Long Island City 3, N. Y.

Mail-Order
"Supermarket"
of Sideline
Services

agent and one-third cup of powdered detergent are added to the washwheel. The fluorescent dye used in this step of the process brightens the fabric during the washing period. The washer is drained after a 15-minute cycle. Uniforms are given a cold-water rinse in the machine for 2 minutes.

Step 3: Garments are removed from the washer and placed in an empty basin next to the scrub table. Once again they are inspected before scrubbing for stains that might not have been removed during the normal washing cycle.

Step 4: After scrubbing, each piece is placed in another basin which contains water and a soap cutter. After a few minutes they are wrung by hand and bleached.

Step 5: Bleach saturates each garment more thoroughly if there is no crowding in the wash basin, so two basins are used for this purpose at Esquire Cleaners. After a 15-minute bleach, pants and shirts are removed to another basin for a color rinse.

Step 6: The color rinse contains a solution of water and active acid which holds colors from running. After the color rinse they are placed in the

last tub where they have a final rinse in clear water for 2 or 3 minutes before extraction.

Step 7: Pants are run in the extractor for 1 minute, shirts for approximately 15 seconds. Never more than five pieces are run at one time. Fast extraction prevents color running in the lettering and numerals on the shirts.

Garments are hung on hangers and air-dried overnight. At no time is heat applied to the uniforms during the washing process. The next day pants are placed on a pants stretcher and wrinkles are steamed out. They are pinned to a hanger and transported with the shirts to the finishing department. Shirts are hung over the pants after pressing.

Team jackets and heavy parkas are drycleaned before the team leaves for spring training in Florida. All uniforms are stored free of charge in the plant vault during the off season.

The plantowner makes sure that the name and address of the plant are well publicized as being "the official dry-cleaner for the White Sox baseball team." Small advertisements are inserted in the official program at the ball park each year along with the other advertisements that mention famous eating places, popular gathering spots after the game, etc.

But the best form of advertising or public relations for the plant is self-evident when the team steps out on the field wearing clean uniforms. This acts as testimonial to the type of work produced in the plant every day. # #



Illustrious No. 2, uniform of White Sox star Nelson Fox, captures attention and becomes big talking point among all plant personnel

NOW!

SERVICE

with a capital S

... on your

HOFFMAN equipment

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

From Nicholson you'll get

NEW equipment design and performance

NEW prompt maintenance service

NEW fast parts service

... all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

A satisfied customer is our first interest

N

ICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices — 12 Oregon Street, Wilkes-Barre, Pa.

INCREASE PUMP LIFE MAKE REPLACEMENT EASY

equip your plant with
"VIKING RE-NU-IT"
PUMPS and KITS

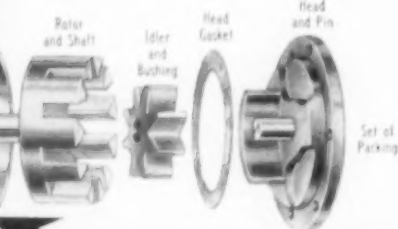
Once installed,
you need not
break your
piping with this
"RE-NU-IT" Kit



Here's the pump to keep your dry cleaning plant running at a profit. It's built to pump better and longer . . . but when new parts are needed, they can be replaced easily and quickly.

—Break your lines once to install this new pump, and then you have the BIG PLUS FACTOR . . . the "Viking Re-Nu-It" kit. Installing the "Re-Nu-It" kit only takes a short time with no special tools. No piping changed . . . no base disturbed . . . no out-of-line equipment. Get NEW PUMP operation this easy way.

Send for bulletin A 200 Q



EASY SNAP-OUT STEEL LINER

VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's **ROTO-KING** pumps
Offices and Distributors in Principal Cities
See Your Classified Telephone Directory

Continued from page 64

Sgt. Clarence Baker of the Bureau of Identification of the New Jersey State Police told how his department utilizes laundry and cleaning marks for identification and detection. Ralph Smith, who heads up the chemical engineering division of the New Jersey Laundry and Cleaning Institute, told members how to use the laboratory to get the most out of it. He related the several services available to members.

Another Institute staff member, Philip L. Lewis, discoursed on production control. He told of some of the methods currently being employed for control of costs and output.

It is hard to realize so much was crammed into a one-day session. But in addition to the foregoing, the new industry film, "Uncle Henry Saves the Play," kicked off the proceedings. Then there were also two panel discussions. The first was a personal report by three members on what the Dry Cleaners Guild Division has meant to them. The closing panel was made up of all the speakers who answered questions from the floor.

All in all, the members attending received more than their money's worth. Those who didn't make the effort to come missed an excellent meeting.—Art Schuelke

of change everyone must know the facts that will affect business in the years to come. Management should study research material on fabrics, fibers and processing, realize its importance and apply the information to the plant.

Again aiming specifically at management's personal outlook, Ed. J. Hagarty, sales consultant and lecturer, said that everyone has five basic needs that must be realized: a desire to belong, to accomplish, a search for self-esteem, security and a need to create. These elements must be present between the plantowner and his employees before complete harmony can be attained. In conclusion, Mr. Hagarty stressed the point that if the plantowner doesn't build people he can't build himself—or his future.

For the benefit of plantowners operating synthetic equipment in shopping-center stores, Dr. Joseph R. Wiebush, director of research, National Institute of Drycleaning, showed how recovery of perchlorethylene is affected by operating conditions such as moisture in the load, the amount of water leaving the condenser, various air temperatures in the drier, or the size of the load.

Paul Jacobsen, The Wallerstein Company, posted the members on the subject of "Sizings."

Several educational films were presented during the convention. "Production 5118," sponsored by the Champion Paper & Fiber Company, explores the subject of communication between people; two public relation films from Dow Chemical Company, "Uncle Henry Saves The Play" and "One Happy Day," acquaint consumer groups with activities in a dry-cleaning plant.



Ohio officers, left to right: President, Julius Hiltz, Hamilton; vice-president, Clovis Loudenslager, and treasurer, R. E. Smith, Columbus; executive secretary Charles Truxal

Buckeyes Rally in Toledo

MEMBERS of the Ohio Drycleaners Association made every attempt to learn how to do a better job in many facets of a plant operation during their forty-third annual convention. It was held in Toledo on October 25-27. To acquaint plantowners with the latest in equipment and supplies 20 allied

tradesmen exhibited in the Commodore Perry Hotel during the week end.

On Friday evening Alma F. Tapscott, Professor, Textile and Clothing Division, Ohio State University, explained what it means for a plantowner to be "research-wise" and how the term should be applied. In a time

Social activities on Saturday evening included a cocktail party and banquet.

In addition to electing a new slate of officers, the members chose the following to serve on the association's board of trustees: former president, D. F. Strater, Toledo; R. F. Creed, Struthers; R. K. Fox, Dayton; G. C. Meece, Hamilton; R. V. Reifert, Dover; A. J. Schecter, Cleveland; R. E. Callander, Newark.—Harry Yeates

Dicalite[®] 7



The only Diatomite
filter powder that does
2 jobs at once for you

- 1 Filters solvent sparkling clean.
- 2 Prevents static buildup and the linting, dusting, graying and dulling of colors which static causes.

Dicalite 7 is a top-quality diatomite filter powder—none better—treated by an exclusive Dicalite process which makes the solvent conductive. It stops static, filters solvent (either petroleum or synthetic) brilliantly clear, and in the charged system it does not cut the charge. No other filter powder is like Dicalite 7 or will do for you what Dicalite 7 does.

Your supplier will furnish Dicalite 7 if you ask him for it by its full name . . . DICALITE 7!

Dependable
GLC
GREAT LAKES
Dicalite[®]
DIATOMACEOUS MATERIALS

Dicalite Department, Great Lakes Carbon Corporation
612 So. Flower St., Los Angeles 17, Calif.

California Holds Quarterly Meeting at Disneyland

AN UNUSUAL SITE was selected for the September Quarterly Conference of the California Drycleaners Association. It was held at the Disneyland Hotel in Anaheim, California,

with a turnout that exceeded that of most state annual conventions. There were over 300 people on the registration rolls, and 218 attended the Saturday night banquet.



"Miss Mike" (Edna M. Michelsen) is now executive secretary of Pi Chapter, NID Alumni. Recently retired from NID at Silver Spring, Md., after 33 years as registrar, Miss Mike now makes her home in her native state, California.

"YOU CAN'T TELL A BOOK BY ITS COVER!"

It's what's inside that counts. You'll find the same holds true with covered padding. Many pads look like Arrow's Cover-N-Pad, but plant owners report no other pad equals Arrow's quality, durability, and performance. For your protection and guarantee, look for the Arrow Trade Mark — it's your assurance of the real thing. . . not copies.



THERE IS NO SUBSTITUTE
FOR THE "ORIGINAL" LONGER LASTING



One complete unit, giving you both a cover of U. S. Rubber no-burn ASBESTALL and Arrow's special formula, high heat-resistant foam rubber GREEN SPONGE PAD. Together in one installation you get a cover that stands up longer to heat and can be cleaned on the press, AND a pad with free flow construction for longer life. Installed in a few minutes and lasts for months and months.

ARROW COVER-N-PAD gives you a soft, slow free press. Protection against button and zipper breakage.

Now available in
the new nylon



ARROW COVER-N-PAD: a single unit installation in sizes and shapes to fit all dry cleaning presses. Guaranteed for four months trouble-free pressing.

Golden Arrow
Cover-N-Pad.

ORDER FROM YOUR JOBBER TODAY OR WRITE DIRECT
ARROW MANUFACTURING COMPANY
2924 TERRACE ST.
KANSAS CITY, MO.

Saturday served as the day to get all the association committee meetings and reports out of the way and wound up with a big banquet and entertainment.

On Sunday morning three speakers were presented: Henry A. Polk, president of the State Board of Drycleaners, also Larry Bevington, city administrator of Sierra Madre, and Jack Ireland, former NID instructor who is now with Caled Products Co.

Larry Bevington put on a demonstration of a brainstorming session. He took the problem of "How To Get New Members" and asked for suggestions from the audience. He proved his point by writing down every idea suggested from the crowd . . . no matter how silly some of them seemed to be. In about 10 minutes he had listed 36 major points for inducing a nonmember to join the association. (There were closer to 50 suggestions but he couldn't write that fast on his blackboard.)

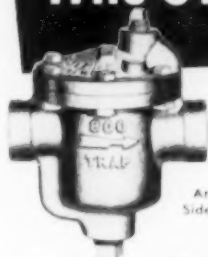
Another example was "What are the objectives and advantages of belonging to the association?" In seven minutes the audience suggested 26 good reasons. One of the speaker's main points was that in any discussion it is easy to suggest a negative approach to any problem . . . and that approach solves nothing! Suggestions must be on the plus side . . . an attempt must be made to make improvements on an idea that has a chance of working.

Jack Ireland, in his new capacity as an allied tradesman, seems to have unearthed an inexhaustible supply of subjects to discuss. His technical knowledge, plus an apparently pronounced mechanical aptitude, enabled him to "steal the show" when he picked 10 drycleaning problems, mostly dealing with equipment, and showed how to solve them.

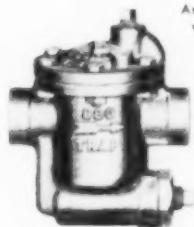
—Lou Bellew

The January 1958 issue of NATIONAL CLEANER & DYER will carry the complete program of speeches, entertainment and other activities scheduled for the annual convention of the National Institute of Drycleaning. It will be held in Miami, Florida, January 13-16.

Ask The Man Who Owns Some!



Armstrong Standard
Side-Inlet Side-Outlet
Steam Trap



Armstrong Steam Trap
with Built-in Strainer



Armstrong Steam Traps cost you less because they last longer with less maintenance, and they don't leak steam

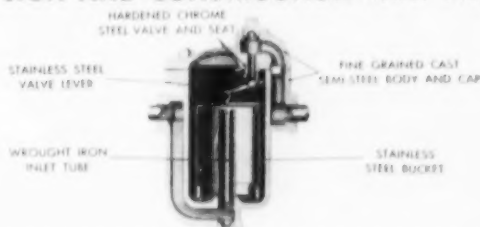
Ask anyone who has used Armstrong traps for any length of time—he'll tell you that Armstrongs are the most economical traps you can buy. Not only in terms of low initial cost—but also in average annual cost over the years. 40% less maintenance with Armstrong traps is the average of reports from users taken over a period of years . . . up to 30% savings in fuel.

With the Armstrong inverted bucket design, *no steam reaches the discharge orifice*. Yet condensate and air are removed continuously as fast as they reach the trap, keeping your equipment really *hot*!

Armstrong steam traps last longer, but naturally they don't last forever. When they do wear you *don't have to buy new traps*. Just put in a new mechanism without even removing the trap body from the line.

So don't be satisfied with claims—ask people who've compared Armstrongs with other traps *in use*. Your local Armstrong Representative will be glad to show you cost-saving reports from other Cleaners who have benefited with Armstrongs. Call him today —there's no obligation.

DESIGN AND CONSTRUCTION THAT LAST!



GET THIS HELPFUL BULLETIN

8-page Bulletin 1931, written especially for laundry and dry cleaning men, tells how Armstrong traps can help you make more profit. Also contains reports from satisfied Armstrong users, describes advantages of "unit trapping" method, tells what trap to use for every machine in your plant, gives prices and specifications of Armstrong traps.



To get your free copy, just call your Armstrong representative, or send the coupon today.

728 S.T



ARMSTRONG STEAM TRAPS

ARMSTRONG MACHINE WORKS

8506 Maple St., Three Rivers, Mich.

Send me a copy of Bulletin 1931

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ASSOCIATION NOTES

Fall NCA Meetings: A statewide meeting of the Neighborhood Cleaners Associations of New York was held in Rochester recently. Main speakers included William Seitz, director of the New York School of Dry Cleaning, and Dr. Samuel Machlis of Stamford Chemical Company. Subject of a panel discussion was "Increasing Poundage at a Profit."

Schenectady members of the NCA held a special get together to hear a proposal from Albany cleaners for a tri-city organization. The proposed group would have two functions: price and group buying.

About 40 persons attended a meeting of the Westchester NCA chapter during the fall. Thomas Fortune, president of the New York City chapter, reported on the results of an executive committee meeting designed to evaluate present services of the NCA and to examine the possibilities for expanding and enriching them. New services were also discussed.

Removing pilling, helping fellow cleaners and the pros and cons of the

charged system were among the topics covered by attendees at a recent meeting of NCA's Utica-Mohawk Valley chapter.

#

New Group: Organization of a local association in Niagara Falls has been announced by the Neighborhood Cleaners Associations of New York. Officers of the group are R. Figler, president; Mr. Weintraub, vice-president; R. Jordan, secretary, and treasurer, A. Muscarello.

#

New Jersey Group Plans Inspection: To promote high standards among its member plants the Dry Cleaning and Laundry Association of Morris County, N. J., is conducting a committee inspection of all member establishments. Those that meet the qualifications set down by the association will receive a seal of approval which they can dis-

play. New officers of this group are Lawrence Bontempo, president; Elmer Shark, vice-president; Leonard Carducci, secretary, and Arthur Wargo, treasurer.

#

Meetings Reported: Members of the South Texas Cleaners & Dyers Association held a business session recently. Among the topics discussed were plans for a membership drive, a report on the University of Texas training program, and a clothing drive to be held at the beginning of next year.

Mrs. Helen Steele, president of the Dry Cleaners Associations of the Dakotas, presided over a sectional meeting in Mitchell, S. D. Two skits were presented by Mary Piggott, vice-sectional president. One treated poor business relations over the counter, the other good relations.

Two guest speakers addressed the first meeting of the Wayne-Seneca-Ontario (N. J.) Dry Cleaners Association, held at Grand Dry Cleaners in Newark. They were Michael Kolko, Kolko Paper Co., and Charles Reading, Bag-It Co.

Problems involved in drycleaning new synthetic fabrics were the subject under discussion at a get-together of the Shenango Valley (Pa.) Drycleaners Association.

#

California Notes: From the California Drycleaners Association comes word that the Textile Maintenance Advisory Committee to the University of California met with University representatives to go over the results of research and consumer information activities and discuss future activities.

One project already completed concerns the effects of drycleaning versus home laundering on men's slacks made of blended fabric.

Drycleaning research proposed and approved by the committee included degradation due to soil, oxidizing agents, optical bleaches, wool damage and thermal insulation.

#

Election Roundup: Donald Callander, Callander Cleaning, will direct the activities of the Dry Cleaners Guild of

— A BETTER BUY —

The BLUE RIBBON

FOAM PAD AND COVER



THE "BLUE RIBBON"

Designed and engineered for a minimum of 4 months quality performance on drycleaning presses.

Featuring:

ASBESTALL COVER: A U. S. Royal fabric. Detachable for reuse or laundering.

FIRESTONE FOAMEX: 3/4 inch of "FIRESTONE FOAMEX."

GLASS INSULATION: 2 inches of Ultrilite—a long fibre glass insulation affording insulation and resiliency.

ASBESTOS BASE CLOTH: Heavy, for maximum insulation.

Sizes to fit all drycleaning presses

42" UTILITY \$11.95

**JOBBER INQUIRIES
INVITED • SAMPLES
ON REQUEST**

**A PRODUCT OF
NORJAC FOAM & FABRIC**
819 N. W. 23rd Street, Oklahoma City, Okla.

Columbus (Ohio) as president. Other officers elected include Don Frye, Tremont Cleaners, vice-president; Jack Noie, Noie Cleaners, treasurer, and Mrs. Nancy Davis, secretary. On the board of directors are Joseph Brainerd, College City; Bernard Butler, Hudson Cleaners; Boyd Roscoe, Roscoe Cleaners; Arthur Burget, Rainbow Cleaners, and Ralph DeVany, DeVany Cleaners.

The Erie County Chapter of the Neighborhood Cleaners Associations of New York has elected A. Doro president; L. Pacifico vice-president; S. Balint executive secretary, and A. Palermo treasurer. Serving one year on the board of directors are K. Feilbelkorn, J. DiPaolo, G. Schwartz and M. Gross. Chosen for two years are J. Cucinatta, J. Geisinger, J. Meier and I. Levin.

Pikes Peak (Colo.) Cleaners Association has chosen Harold B. Gates, Sno-White Laundry and Cleaners, as president; Carl Peterson, Jr., Quality Cleaners and Laundry, vice-president, and Guy Wallace, College Cleaners, secretary-treasurer. Outgoing president Leo Miller, Bonney Cleaners, is new chairman of the board of directors. New directors include Lou Harnes, Elite Laundry and Dry Cleaners; Arthur J. Koepke, Modern Dry Cleaners and Laundry, and Larry McCurdy, North End Cleaners.

At a recent meeting in Easton, Md., of the Delmarva Dry Cleaners Association, Edgar Jerman of Salisbury was elected president. The following new members were elected to the board: Andrew Clements, Dover; Walter McCord, Easton; Ralph Davis, Berlin, and Vaughn Outten, Millsboro. The meeting was addressed by Wilmer Balderson, executive secretary of the Maryland, Delaware and Virginia Laundry and Cleaners Association.

#

CRI Names Templeton: The appointment of William L. Templeton as new Alberta director of the Canadian Research Institute of Launderers and Cleaners has been announced by President John Henning. Mr. Templeton, of Templeton's Limited, Calgary, replaces Leo Smith of Premier Laundry Limited, Calgary, who recently sold all his interests in the twin industries.

#

New York Group to New Quarters: The New York State Launderers and Cleaners Association has announced its new offices, located at 1078 Madison Ave., Albany 8, N. Y.

Anita Sportswear Says

**"EVERYONE SHOULD USE
DRYSET"**

Ernie Greenberger, President of Anita Sportswear, Inc., N.Y.C., and member of the Designers Guild of the I.L.G.W.U. tells the job Dryset Air Vacuum does to set the creases in his skirts . . . and help do a bang-up finishing job:



ANITA SPORTSWEAR, Inc.
30 EAST 21ST STREET
NEW YORK 10, N. Y.

"You can see right away what Dryset does for the finished garment...water content is completely out of it. It's a terrific piece of equipment that everyone should own."

"I consider that I'm doing a big favor for the trade when I tell people about Dryset."

Ernie Greenberger

Ernie Greenberger,
President
Anita Sportswear, Inc.



LEARN WHY you should own a Dryset System
... Send for the valuable bulletin offered below.

LAMSON

LAMSON CORPORATION
206 Lamson St., Syracuse 1, N. Y.

Plants in Syracuse and San Francisco
Offices in Principal Cities

Send me a Dryset Bulletin
and Plant Survey Sheet,
without cost or obligation.

208

Magikist Teaser Campaign



This giant kissprint sign is part of an extensive Magikist advertising campaign, and will be seen by about 200,000 persons a day. Located in Chicago, the 30-foot-wide Magikist Rug Cleaners trademark is the first in a series of copyless kissprint signs, designed to "tease" observers. Eventually the name Magikist will be added in 9-foot letters. The campaign is part of the firm's over-all consumer trademark identification program and is tied in with other visual advertising on television, in newspapers and on billboard posters.

The firm has introduced as goodwill offers a number of novelty items which merchandise the trademark and are self-liquidating. Magikist has experienced so much success with the trademark that the firm has extended its use to include drycleaning of clothing and draperies.

Shown in front of the sign are Magikist president Wilbur M. Gage (left) and William B. Grace of Federal Sign and Signal Corporation, which installed the sign.

Parisian Joins SLRA

Acceptance of Parisian Cleaners, Lynn, Mass., as a new member of the Suede and Leather Refinishers of America has been announced by C. K. Kirkpatrick, president of the trade group. Parisian is headed by Frederick E. Bowers.

New headquarters for SLRA is located at 75 E. Wacker Dr., Chicago 1, Ill. Allan J. Copeland is executive director.

Premium Sales Builder

A premium promotion for cleaning and laundry establishments has been announced by Steinway System. The plan is designed to stimulate store traffic.

Establishments may offer customers stretch nylons free after

\$35 worth of service. If they prefer they may sell the hosiery at a profit with a self-service, self-selling counter display.

The Steinway System offers counter display, colorful window streamers, radio and TV announcements, newspaper mats and full-color direct-mail cards with company name imprinted.

Direct all inquiries to Steinway System, P. O. Box 3070, University City 5, Mo.

Pantex Moves N. Y. Office

New district offices for Pantex Manufacturing Corporation, Pawtucket, R. I., in New York City are located at 225 Broadway, according to an announcement by James Macrae, district manager.

A staff of eight Pantex representatives headquartered in this office. Covering New Jersey are Morris Abelew and his son, B. A. Abelew. In the metropolitan territory, including Westchester, are Morris Sonkin, David Goldman and Raymond Rein. The eastern Pennsylvania representatives are Kenneth Rohrbach and William Wilkes. Robert Bridge is assigned to southern Pennsylvania, Delaware and northern Maryland.

Mercury Relocates

Mercury Machinery Distributors of Florida has announced the opening of its new offices and showrooms at 572 N.W. 72nd St., Miami, Fla. The former warehousing has been reorganized as a complete facility for 24-hour service and installation of boiler, cleaning and pressing equipment.

Stauffer Assigns Two

Stauffer Chemical Company, New York, N. Y., has named A. Preston Young as field representative in the Los Angeles industrial chemical sales office. He replaces John W. Kennedy, who has been transferred to the North Portland, Ore., office. Mr. Kennedy succeeds A. W. Wilson, who recently resigned.

A graduate of Queens University, Kingston, Ontario, in 1951, with a B.S. in chemical engineering, Mr. Young was previously employed by a prominent chemicals firm. He joined Stauffer in 1954 as a technical sales representative in the San Francisco industrial sales de-

partment, and has since held technical service and sales supervisory positions.

Mr. Kennedy was graduated from the University of Southern California in 1949 with a Bachelor of Arts degree. He joined Stauffer in 1950 as an order clerk in the Los Angeles industrial sales department, advancing to administrative assistant in 1952 and salesman in 1954.

In his new assignment Mr. Kennedy will assist C. T. Harper, district sales manager, in handling industrial chemical sales in the Northwest area.

National Names Sales Manager



BOB VINER

Bob Viner has been chosen new Midwest sales manager for National Cleaners Chemical Manufacturing Co., Chicago, Ill. In making the announcement Art Saltz, National sales manager, stated that Mr. Viner will coordinate sales in the Chicago suburban area.

Mr. Viner has had extensive experience in the industry, having served as field technician, sales engineer, machinery distributor, advertising consultant and drycleaning sales promotion man. With National, he will make his headquarters at 2807 W. Lake St., Chicago.

Karpet-Kare Classes

Eight operations-training classes for representatives of franchised Karpet-Kare cleaning firms have been scheduled for late winter and spring, according to Lawrence P. Bliss, director of the Bigelow Carpet Cleaning Institute.

During the intensive four-day sessions, students will receive introductory and refresher training in Karpet-Kare methods,

practical application of recent developments in carpet cleaning and instruction in new findings from research laboratories. The courses will cover applications of standard carpet cleaning techniques to carpets made of man-made fibers as well as natural fibers.

The schedule of classes is: January 20-23, 27-30; February 10-13, 17-20; March 3-6, 10-13; March 31-April 3. Representatives of Karpet-Kare franchised firms are eligible. There is no charge for enrollment, and each class is limited to eight students. Application should be made to Bigelow Carpet Cleaning Institute, 140 Madison Ave., New York 16, N. Y.

Blind Stitch Relocates

Extensive new quarters at 231 W. 29th St., New York, N. Y., have been announced by the U. S. Blind Stitch Machine Corp. Sales and maintenance agents for the firm are located in principal cities throughout the country.

Pantex Acquires Spinform

Acquisition of Spinform, Inc., Attleboro, Mass., has been announced by the Pantex Manufacturing Corporation, Pawtucket, R. I. According to Norbert H. House, Pantex president, Spinform specializes in precision forming and spinning of all types and gauges of metals and alloys. The addition will provide improved production capacity for the Pantex lines of drycleaning and pressing equipment.

Chainveyor Elects Two

Chainveyor Corp., Los Angeles, Calif., has appointed two new division managers, it was announced by Patrick J. Rauen, president.

Fred Voss, former assistant sales manager of a conveyor manufacturer, will take over Chainveyor's district No. 2 which covers the Midwestern states with headquarters in Chicago, Ill. Mr. Voss replaces William Schilling, who returns to the Los Angeles office.

Ellis Jeffers will head Chainveyor's district No. 3, which is comprised of Michigan, Ohio, western Pennsylvania and western New York, with headquarters in Detroit, Mich.

over **\$10,000,000**
in cleaning and storage volume
from Foster-Stephens' pre-tested
BOX STORAGE PLAN

Here's the plan that attracted over
TEN MILLION DOLLARS Cleaning and
storage volume for some TWO THOUSAND
of America's leading cleaners!

Here's why

the Foster-Stephens
Box Storage Plan works so well:

1-PIECE HAMPER BOX



RUGGED DESIGN — double sides, triple strength bottom, single piece construction, assembles from flat in a few seconds without staples, clips or any type fastening. Can be knocked down for storage and re-use just as quickly.



ATTRACTIVE — beautiful outside finish with modern 2-color printing gives unusual consumer appeal.



CONVENIENT — Attached hinge flip-top lid makes hamper box easy to fill, easy to empty.

BIG BUT NOT "BOXY" — Roomy enough to hold over a dozen bulky garments, yet it takes less than 2 square feet floor space. Stands 13" x 19" x 24". Strong enough to hold over 100 pounds of clothing with ease, yet empty box weighs less than three pounds.



PRE-TESTED PROMOTIONAL ADVERTISING includes control plan for plants, everything from routeman's buttons to truck posters.



Join Foster-Stephens' **BOX STORAGE BAND-WAGON!** Tear out this ad, attach it to your letterhead and get all the details!

TEAR OUT THIS AD AND SEND IT TO

Foster Stephens, inc.

310 SOUTH CHRISTIANA AVENUE CHICAGO 24, ILLINOIS

Send now
For complete
information
about the new
**BOX STORAGE
PLAN!**

NOW- Dyeing of ANY COLOR

on any **WOOL KNIT** wear

Almore Dye House offers you precision color dyeing of garments made of:

Alpaca	Vicara
Camel Hair	Wool
Cashmere	Gabardine
Nylon	Corduroy
Velveteen	Arnel

and of course all garments made of any type of dyeable material.

KNIT GARMENTS: You can offer this profitable and satisfying service to your customers in the full confidence that knit suits, dresses and sweaters which come back to you from Almore will be complimentary to you and of added value to your customers.

Send **KNIT** garments and all other garments for dyeing to:

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DYEING is our ONLY Specialty

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continuously
in
business
since
1919



... the
dyeing
name of
undying fame

NEW PRODUCTS AND LITERATURE

Continued from page 8

can be used by unskilled personnel, the maker states. With this device frequent checks can be made on solvent flow rate without delaying production.

For additional details write to Enro Engineering Company, 242 Globe Ave., Union, N. J.

from the versatile Ranchero, through light, medium, heavy, extra heavy and tandem trucks.

Increases in engine durability have been effected by modification of crankshafts, pistons, valves and camshafts. Ford claims improved performance under all operating conditions has been achieved through a new carburetor of advanced design. Engine efficiency is also stepped up by the addition of a new water pump of higher capacity and velocity and a modification of the ventilating system.

Two-tone color combinations have been extended throughout most of the line. These combinations are complimented by matching interior trim, and in custom cabs, new hounds-tooth upholstery gives an attractive appearance.

For further information write to the Ford Division of Ford Motor Company, Dearborn, Mich.

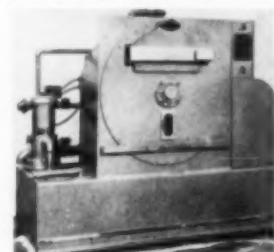
Heavy-Duty Floor Machine



Introduction of a new heavy-duty, 24-inch floor machine has been announced by the Hild Floor Machine Company, 1217 W. Washington Blvd., Chicago 7, Ill. Model E features adjustable handle, momentary contact safety switch and non-marking bumper and handle grips. There are also interchangeable attachments for scrubbing, waxing, polishing and buffing. A heavy-duty 1 hp. capacitor start motor operates on 115/230 volts, 60 cycle, AC. The machine is available with a 3-gallon shower-feed tank on the handle for fast floor scrubbing.

For complete information write to Hild Floor Machine Company.

50-Pound Butler Unit



A new synthetic drycleaning unit, handling up to 50 pounds per load, has been introduced by Butler Manufacturing Company. The system will be known as Model 150, according to Burrill O. Gottry, general manager of the Dry Cleaners Equipment Division.

For this machine a new design was developed. A pilot model was built and has been under continuous test for over a year and a half. Along with the basic design requirement, stress has been placed on simplicity of operation and mini-

Ford Presents New Line



New safety vision, dual headlights are standard equipment on all Ford's trucks in the newly introduced 1958 line. The new lights, which give more road illumination at night, are integrated in a simply styled, cross-hatch grille, giving the truck a functional appearance. This year Ford is offering more than 300 models, ranging

YOUR REQUEST

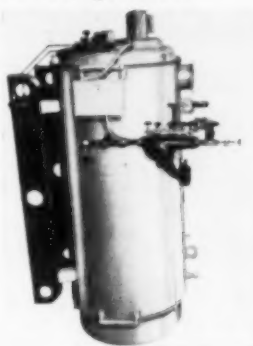
for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER**.

imum maintenance. This model can be used for either single- or two-bath operation and can also be easily adapted for sizing, waterproofing, mothproofing, etc.

Easy to operate, the machine features a variable wash cycle from 1 to 38 minutes; divided-pocket cylinder, which provides greater penetration of perc and maximum solvent flow through garments; smooth extraction, and little vibration.

A new operations manual with complete instructions is shipped with the model. For complete information write to Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

C-B Packaged Boiler



Monitor, a new packaged boiler for small and medium-sized plants, has been introduced by Cleaver-Brooks Company. The 40 hp. Monitor is 53 inches high.

Completely automatic, the Monitor needs only a simple vent to remove any combustion gases from the boiler room.

Cleaver-Brooks furnishes field starting service, adjustment and operator training at the job site at no additional cost.

The Monitor boiler is available through 60 hp. or 2,070 pounds of steam per hour, and can be fired with oil or gas or provided with a combination burner. The Monitor is complete, including insulation and metal jacketing. The unit is ASME-code-approved and bears the Label of the Underwriters' Laboratories.

For detailed information write to Cleaver-Brooks Company, Department M, 326 E. Keefe Ave., Milwaukee 12, Wis.

Booklet on Clarke Line

To illustrate and describe its new line of heavy-duty, wet-dry vacuum cleaners Clarke Sanding Machine Co. has issued a new brochure, which gives the important features of six models. Illustrated are the "push-push" switch, quick-connect hose coupling and handle-head clamps. A complete list of specifications for the units is also given.

For a copy write to Clarke Sanding Machine Company, Muskegon, Mich.

New Multi-Clean Motor



A new gear-head motor unit has been incorporated into its floor and scrubbing machines by Multi-Clean Products, Inc., 2277 Ford Pkwy., St. Paul 16, Minn. The firm's engineering department states that an improved electronic starting switch is combined with two capacitors to enable the new Form G to start faster. New units reach full working speed almost instantly.

The new streamlined motor unit is available on 14-, 16-, 19- and 31-inch floor and scrubbing machines. A new catalog sheet provides complete details on the new gear-head motor unit as well as the ball-bearing gear unit, which is standard equipment.

Free copies of the catalog sheet (Form 1567) are available from authorized Multi-Clean distributors or by writing to Multi-Clean Products, Inc.

help your
HEART FUND
help your
HEART



**FIGHT HEART
DISEASE**

**1958 Drive
February 1-28**

NEW FLOOR MODEL BAGGERS

ECONOMY MODEL

Aluminum hanger rod telescopes into tubular stand. 3 adjustments by means of small metal stoppers on side of rod. Overall ht. 69".

Only \$13.95

DELUXE MODEL

Aluminum hanger rod telescopes into tubular stand. Pull up rod to any desired point. Adjusts up to 69". Release by light touch of foot pedal.

Only \$16.95

Either bagger ships, individually boxed with the base knocked down.



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

Send for '57 Catalogue

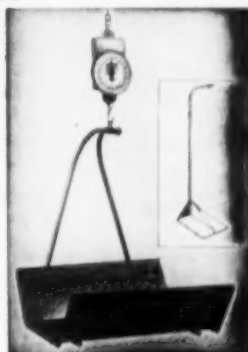
**NU-WEIGH ECONOMY
HANGING SCALE**

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

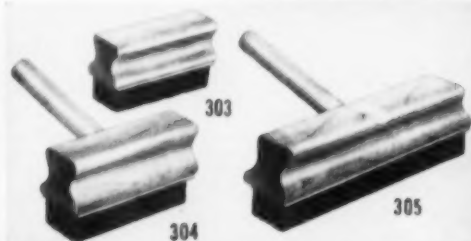
Scale and basket as shown **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

Sold through Drycleaning and
Laundry Jobbers



**NEWHOUSE "ALL IN ONE"
WONDER BRUSHES**



303, \$2.25 304, \$2.50 305, \$4.95

Ideal Carding Brushes for all types of fabrics. 303 and 304 for lighter work, 305 for heavier work. Specially designed, rust-proof wire bristles.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

N.I.D. NEWS

Fabrics Talk: Two major causes of drycleaning complaints were discussed at length by the Textile Analysis Advisory Committee recently.

First, the committee urged a thorough study of the specific causes of the so-called "silk-split" problem. This problem develops in fabrics made with a fine silk warp yarn and a heavy filling of other fibers. The warp yarns become weakened in wear and often break during drycleaning. The committee unanimously agreed that the splits result from the weakness of the warp yarns, which is a characteristic of this fabric. A question remains, however, as to what causes the warp yarns to weaken. A study on this is in progress at the NID.

Second, the committee decided that when a whole garment loses color during drycleaning because of the presence of solvent-soluble coloring, the fault must be attributed to the method of manufacture. When this color loss occurs only in localized areas where efforts have been made to remove spots, the committee agreed

this is probably due to faulty pre-spotting by the drycleaner. NID's textile relations department is at work on this problem seeking to pinpoint its specific causes and overcome them at the source.

##

Selling Aid: This month the Institute is instituting a new service to aid members' selling efforts, Sales Letter and Training Bulletin No. 1 published in three colors, covers sales management (gray), sales training (yellow), and employee news (white).

##

Randlett Heads NID Cleaning Plant: Judson C. Randlett has been named manager of the Institute Cleaning Plant, Inc., it has been announced by George P. Fulton, general manager of the NID.

This plant, located in Silver Spring, Md., serves as a model for Institute

member plants throughout the world. Hundreds of drycleaners visit it each year to study its operations.



JUDSON C. RANDLETT

Mr. Randlett succeeds Harold C. LeRoy, who has resigned to manage the drycleaning department of Arcade-Sunshine in Washington, D. C. Until his present appointment Mr. Randlett was registrar of NID's two resident

ALL GONE!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

SOLVINK SOAKS 'EM OUT IN SPLIT SECONDS!

Fast as 1-2-3. Solvink gently, safely, soaks deep, soaks out spots and stains, ink and paint, blood and rust. Guaranteed harmless to all fine fabrics and all fast colors when "Solvinked" as per directions.

Nothing in the world faster, easier, more economical. A real money-maker because it's a real labor-time saver and a genuine customer-satisfier.

Never have you bought so much for so little. Only \$2.25 for half-pint set of two Solvink solutions. Comes also in pints, quarts, gallons. Try a free sample and prove it; or waste no time; get a trial order from your jobber. For sample send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains
GREENZYME—Digestant

IODASE—for iodine stains
SIZ-IN—Hat size

Free
Solvink
Sample
for
Skeptics

Greenville Chemical Co., Greenville, S. C.

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

Name _____

Address _____



GREENVILLE CHEMICAL COMPANY
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DRY STORAGE?

Join the hundreds of
plantowners who go for
Reliable's new **dry
storage** plan. It's
safe . . .
sure . . .
practical . . .
because of . . .

No Costly Refrigeration!
No Costly Installation!
No Costly Insulation!
Inexpensive Construction!

You save **thousands of
dollars.** For cloth, wools,
boxes, furs and rugs.
Write for details.

RELIABLE MACHINE WORKS, INC.

231 Eagle Street
Brooklyn 22, New York

schools and supervisor of its field technical service.

Mr. Randlett has been associated with the National Institute of Drycleaning for 17 years. He first worked for the plant in 1940 as a rug cleaner and spotter and in 1942 completed the general course in drycleaning plant practices. After service in the Marine Corps, he returned to serve five years in the garment analysis laboratories and for five additional years taught wetcleaning, spotting and finishing in the general course.

#

Southern Cleaners Visit NID: Eight members of a group known as Associated Consultants from North Carolina spent two days at the Institute this fall. The trip was made at the suggestion of one of the members, Robert E. Kizer, director of NID District No. 8 and owner of Kizer Launderers and Cleaners, Asheboro.

During the visit the group observed the extensive research and testing facilities maintained by the NID. They talked with Institute experts about plant procedures and other operating techniques and heard 12 NID staff members discuss current projects. They also studied the practical opera-

tion of the Institute Cleaning Plant, a model of its kind.

Visitors included Henry J. Lane, Sr., manager of Henderson Laundry, Inc., Henderson; Earl T. Baysden, president and general manager of Quality Laundry and Cleaning, Inc., Rocky Mount; Thomas G. Goad, manager of Durham Laundry Company, Durham; Mr. Kizer; Paul G. Wilson,

manager of High Point Steam Laundry, High Point; Henry M. Taylor, Jr., manager of Dutch Laundry Inc., High Point, and president of Sunset Cleaners, Greensboro; Roger C. Taylor, cleaning department manager of Dutch Laundry, Inc., High Point, and secretary-treasurer of Sunset Cleaners, Greensboro, and O. J. Rawlins, Davidson Laundry & Cleaners, Thomasville.



Diploma Winners: Six students from five states and New Zealand have completed the forty-second course in drycleaning plant management at the NID.

Graduates, seated left to right, include: Melvin Shipp, Paramount Cleaners, Chattanooga, Tenn.; Fred Thompson, Clanton Laundry & Cleaning Company, Clanton, Ala.; Jack Blanton, Jr., Blanton's Cleaners, Port Arthur, Tex.; Ewald Borchers, South Shore Cleaners & Tailors, Staten Island, N. Y.; Bill Swafford, Wellington

Dry Cleaning Company, Ltd., Wellington, New Zealand, and Martin Bieferlich, Newberg Cleaners, Newberg, Ore.

The forty-third management course begins January 27, 1958.

#

Course Announcements: Two special two-week courses on the theory and practice of finishing garments will be offered at the Institute this winter.

Continued on page 90

Continued from page 59

Ross A. Wright, NID instructor and finishing expert, will conduct the major portions of each course, assisted by other staff members.

Dates for the wool finishing course are set for January 20 to January 31, 1958. The silk finishing course will follow immediately, and run from February 3 to February 14. Each course is open to NID members or their employees. Classes are limited to 12 persons.

In addition to practical work, students will also learn about new fibers and fabrics, which require different finishing techniques. The course will offer instruction on the efficient layout of the finishing department, covering both straight-line layout and single-operator finishing units.

The Institute has also announced that, for the first time, the management course (No. 44) will be held away from Institute headquarters. This session will take place in Berkeley, Calif., at the Claremont Hotel. The West Coast management course will duplicate those at Silver Spring.

Staff personnel from the Institute will conduct the course. They include William J. Nicklaw, supervisor of the management course; Charles Riggott, NID's staff industrial engineer; Wil-

liam L. Browne, director of public relations, and William B. White, director of education.

Application blanks and further in-

formation on the course and housing facilities can be obtained by writing to The Registrar, National Institute of Drycleaning, Silver Spring, Md.



NID Officials Meet: Directors and officers of the NID met recently in Silver Spring, Md. Shown between sessions are the members who attended:

Front row: Ray Showell, Director District No. 11 (Colorado, Idaho, Montana, Wyoming and Utah); Frederick E. Bowers, NID vice-president; Frank A. Prather, NID president; Walter R. Duncan, NID past president, and Bernard Spivey, Director District No. 10 (Arizona, New Mexico, Oklahoma and Texas).

Middle row: Hugh W. Smith, Director District No. 5 (Illinois and

Wisconsin); Jack T. Stacey, Director District No. 12 (California, Oregon and Washington); Pat N. Plylar, Director District No. 9 (Alabama, Arkansas, Louisiana, Mississippi and Tennessee); Robert E. Kizer, Director District No. 8 (Florida, Georgia, North Carolina and South Carolina), and Lester Brown, Director District No. 6 (Iowa, Kansas, Minnesota, Missouri, Nebraska, North and South Dakota).

Back row: John Pardi, Director District No. 3 (New York); William B. Austin, Director District No. 2 (New Jersey and Pennsylvania); Loraine E.

These helpful booklets

Can Show YOU HOW To:

- **Solve special problems**
- **Train new help**
- **Make more money**

To order, check number and mail coupon.
Special rates on quantities quoted on request.

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Send books indicated below.

My check for _____ is enclosed.

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5	6	7	8
9	10	11	12
13	14		

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- | | |
|---|--------|
| 1. How To Clean Cotton Rugs | \$.25 |
| 2. Manual for Training Silk Finishers | 1.00 |
| 3. The Laundry Primer | .50 |
| ABC's of washroom operation | |
| 4. Storage for the Drycleaner | .50 |
| 5. Guide to Plant Layout | 1.00 |
| making the drycleaning plant more efficient | |
| 6. How To Train Finishing and Folding Operators in the Laundry | 1.00 |
| 7. Manual for Training Wool Finishers | 1.00 |
| the complete job on all types of garments | |
| 8. Guide to Construction and Remodeling of Drycleaning Plants | 1.00 |
| 9. How To Build a Greater Demand for Your Professional Laundry Services | 1.00 |
| 10. Advertising That Builds and Holds Laundry Business | 1.00 |
| 11. Fur Book | 1.00 |
| complete textbook on cleaning, repairing and remodeling furs | |
| 12. Legal Decisions for the Drycleaner | 2.00 |
| 13. The Charged-System Roundup | 1.00 |
| 14. Fabric Facts | 1.00 |
| how to identify, clean, spot and finish all kinds of textiles | |

Bancroft, Director District No. 4 (Indiana, Michigan and Ohio), and George P. Fulton, general manager and secretary-treasurer of NID.

Missing from the photo are two directors: Walter A. Boone, Director No. 7 (Delaware, District of Columbia, Kentucky, Maryland, Virginia and West Virginia), who was ill, and Samuel L. Coronis, who was elected at the meeting to serve as Director District No. 1 (the New England states). He will fill the unexpired term of James Robertson, who has resigned.

#

Pi Chapter Meets: Los Angeles' Statler Hotel was the setting for a recent meeting sponsored by the Pi Chapter of the NID Alumni Society. Jack Ireland, Caled Products Co., Inc., discussed packaging and the glamor it can add to drycleaned garments. He also showed examples of garment bags which he has gathered from various parts of the country.

The purpose of the frequent meetings sponsored by the Pi Chapter (10 are scheduled for the next 12 months) is to increase the efficiency of all drycleaners in the area, through an educational program set up by NID graduates. According to Brooklyn Harris, head of the NID Western Laboratory and current president of Pi Chapter, these meetings are open to all drycleaners, whether they are NID alumni or not.

#

Current Literature: Brushed and napped-surfaced fabrics with a soft velvety touch and look will again be spotlighted in this season's fashions. To aid the drycleaner to handle these materials, the Institute has issued a leaflet on the subject, *Fabrics-Fashions Bulletin FF-37*. Prepared by Dr. Dorothy Siegert Lyle, the bulletin includes a sample of this fabric and gives advice for processing and finishing.

PEOPLE AND PLACES

NORTH CENTRAL



William J. Kelly is the new owner of Riteaway Cleaners, Windom, Minn., according to a recent announcement by Mr. Kelly and Ray McInteer, former owner.

A drycleaning establishment has been opened by Wendell Frakes at 20 S. Spring St., Elgin, Ill.

Leigh Skinner and Dennis F. Curret are the owners of Leigh's Cleaners and Laundry, New Haven, Mich., which was scheduled for opening recently.

Swan Cleaners has opened a branch in the Great Southern Shopping Center, Columbus, Ohio.

Shelbyville (Ind.) Cleaners has been opened at 209 S. Harrison.

Clinton T. Allen has opened a drycleaning establishment at 301 Main St., Racine, Wis.

Fox Cleaners, 4333 N. Main, Dayton, Ohio, has added a storage vault.

Mr. and Mrs. Lyman Mollenhour are the new proprietors of DeLuxe Cleaners, Mentone, Ind.

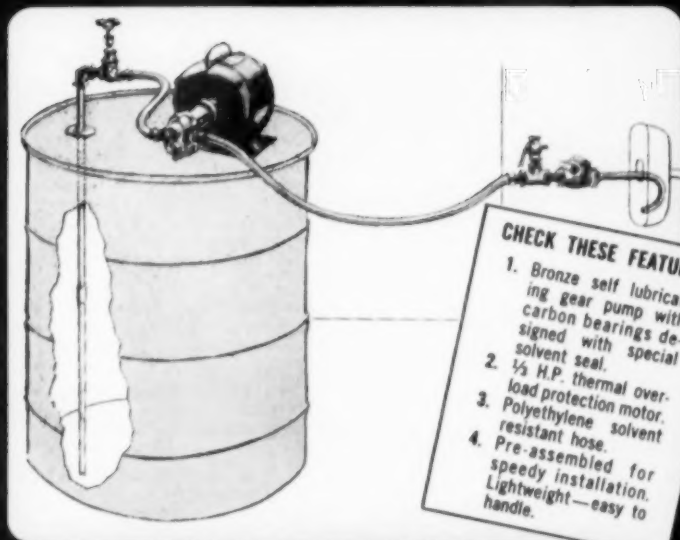
New equipment has been installed in Risley's Cleaners, Mt. Carmel, Ill., according to Clyde Risley.

Silver Bay (Minn.) Cleaners has been established by Arnold Johnson.

Mr. and Mrs. James F. Norris have announced plans to open

the NEW REVOLUTIONARY...

UNITED SOLVENT PUMP UNIT



CHECK THESE FEATURES

1. Bronze self lubricating gear pump with carbon bearings designed with special solvent seal.
2. 1/2 H.P. thermal overload protection motor.
3. Polyethylene solvent resistant hose.
4. Pre-assembled for speedy installation. Lightweight—easy to handle.

Transfers solvent to the cleaning machine **AUTOMATICALLY** at the rate of 4 gallons per minute.

This unit is complete with every fitting needed for immediate installation and can be installed in less than 15 minutes with no special tools. It can be changed from one drum to another in a matter of minutes.

Price includes complete unit with 8' hose. **\$87⁵⁰**



UNITED BRASS WORKS, INC.

1589 ATLANTIC AVE., BROOKLYN 13, N. Y.

ORDER THROUGH
YOUR JOBBER

finish
fur-like
pile fabrics
IN YOUR
OWN TUMBLER,
after
dry cleaning

with...

feel-tex

- ★ NO EXTRA LABOR! ★
- ★ NO EXTRA EQUIPMENT! ★
- ★ NO FRANCHISE FEE! ★

\$23 buys all you need to
process more than 64
garments...

**MONEY BACK
GUARANTEE**

See Your Jobber or Write Direct

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.



**The Man Who Thinks He Can't Afford It
is the one who needs it most!**

**EXCELSIOR'S
One-Girl Silk Finishing Unit**

Ask your jobber, or write direct

EXCELSIOR MACHINERY COMPANY
1482 Randolph Street • Detroit 26, Michigan

Suburban Cleaners at 6853 Gra-
tiot, Shields, Mich.

Columbus Lace Cleaning Co.,
49 Greenlawn, Columbus, Ohio,
has added a storage vault.

Swift Cleaners has leased space
in the Mayfield Heights (Ohio)
Shopping Center, now under
construction on Mayfield Road.

Drayton Cleaners, 2501 Dixie
Highway, Pontiac, Mich., has
been opened by Charles Craig.

Liberty Cleaners, 2017 Central,
Kearney, Neb., has added a
storage vault.

H. F. Greening has opened
Deerfield (Ill.) Cleaners at 708
Deerfield Rd.

Lincoln (Neb.) Cleaners has
been opened at 2601 "O" St.

Master Dry Cleaners, Sparta,
Wis., has added a storage vault.

Shore Line Cleaners, estab-
lished in Wilmette, Ill., in 1913,
has opened its twentieth store,
in Old Orchard.

Mrs. Delgar Hockersmith, own-
er of Franklin (Ind.) Cleaners,
has purchased Duke's Cleaners
at Greenacres in Greenwood.

Polka Dot Cleaners has been
opened on U. S. Highway 12,
Parma, Mich., by Mr. and Mrs.
Kenneth Hull.

Garber's Modern Cleaners, 615
S. Wright St., Urbana, Ill., has
opened a pickup station at 300
W. Main St.

Ideal Cleaners, 1817 Harlan,
Falls City, Neb., has added a
storage vault.

DOMINION of CANADA



Charles Boyd has taken over
ownership of Cast Dry Clean-
ers, 111 Ontario St., Stratford,
Ont. Mr. Boyd had been an em-
ployee of the establishment for
the past 21 years.

Mayor William Neal officiated
at the open house held at
Barth's Cleaners and Shirt Serv-
ice, located on Yonge St. N.,
Richmond Hill, Ont. Several
thousand visitors attended.

R. Steer is the new owner of
Star-Brite Cleaners Ltd., 1191
Victoria Dr., Vancouver, B. C.,
formerly Four Star Cleaners.

A grand opening at Cornwall
(Ont.) Cleaners Ltd., 5 Marl-
borough St., S., was announced
by Leo Poirier, president.

NORTH EAST



Troy College Tailors & Dry-
cleaners, 446 Second St., Troy,
N. Y., has added a storage
vault.

way, Ocean Grove, N. J., have
purchased City Cleaners, 122
Main St., from Moran and Mary
DeMorjan.

Dave Boyd, whose drycleaning
plant in Albion, Pa., was com-
pletely destroyed by fire, has
completed plans to rebuild on
the same site.

William Rotkin has opened
Billnat Dry Cleaners, 117 E.
Main St., Bound Brook, N. J.

Harry Herzog has opened Dav-
Har Corp., 2020 Seventh Ave.,
New York, N. Y.

Sawyer Cleaners, 34 Chestnut
St., Oneonta, N. Y., has added
a storage vault.

M & M Cleaners, 11 N. Chapel
St., Newark, Del., has added a
storage vault.

An open house, which included
a fur showing, was held recent-
ly at Watson Dry Cleaners,
Clarion, Pa.

Thomas H. and William C.
Catley, owners of Grove Clean-
ers and Dyers, 40 Pilgrim Path-

A certificate has been filed for
the establishment of Pride
Three Hour Cleaners in the
Dutchess Plaza Shopping Cen-

ter, Wappingers Falls, N. Y., by Joseph B. Weisman, Hamilton Scheer, Alex Stall and Myron Gold.

Frank Ciolo has opened a dry-cleaning establishment at 57 Mt. Auburn St., Watertown, Mass.

An official opening, with Mayor Robert Anderson cutting the traditional ribbon, was held at Nazzaro Cleaners, 31 S. Main St., Wharton, N. J. The firm,

which is celebrating its fortieth anniversary, moved from 29 S. Main St.

Early Bird Cleaners celebrated the opening of its new drive-in at Belle Ave. and 35th Ave., Bayside, N. Y., with an open house. John Samuels welcomed visitors with gifts and conducted a guided tour.

New equipment has been installed at Ruby's Cleaners, 946 Brookline Blvd., Pittsburgh, Pa.

SOUTH EAST



Dallas (Red) Vaughn and his wife are the new owners of Rex Cleaners, Henderson, Ky.

Venable's Cleaners, 115 E. Battle St., Talladega, Ala., has completed installation of a modern shirt and fluff-dry laundry, according to a recent announcement.

Paramount Cleaners, 607 Franklin St., Clarksville, Tenn., has added a storage vault.

Downs One-Hour Drive-In Dry Cleaners is now open in a new location at Sixth and Virginia Sts., Hopkinsville, Ky.

A grand opening was held recently at Drive-In Cleaners, 244 W. Glenn Ave., Auburn, Ala., by John Curry.

Louis Pecora has purchased Stafford Cleaners, Amite, La. The establishment will be operated as Pecora Cleaners.

Jim Massey Cleaners, Montgomery, Ala., has opened its third branch in the Eastbrook Shopping Center.

Algie Crews has reopened Crews Cleaners on Jefferson Ave., Danville, Va.

Dodge Cleaners, Nashville, Tenn., will establish an additional plant on Murfreesboro Rd.

Quality Cleaners, S. Center St., Westminster, Md., has added a storage vault.

Barksdale Cleaners recently observed the opening of its new branch in the Bossier City (La.) Shopping Center.

Mr. and Mrs. E. W. Evans have opened Dun-Rite Cleaners, Huffman Rd., Huffman, Ala.

A grand opening was scheduled recently at Cordova (Ala.) One-Hour Cleaners.

A. B. C. Cleaners, 2421 Glass St., Chattanooga, Tenn., has added a storage vault.

Jimmy V. Shipley has opened Shipley Cleaners, 23 Third St., N. W., Hickory, N. C.

SOUTH WEST



Don George, manager of Park Cleaners, 11703 The Plaza, Norwalk, Calif., has announced plans to open a new plant in the Food Fair Shopping Center, Florence Ave. and Orr and Day Rd.

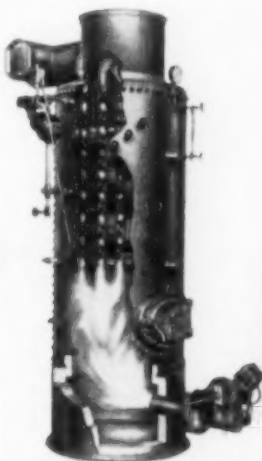
Kenny's Cleaners has been opened at 8427 Foothill Blvd., Sunland, Calif.

Construction has begun on a new building for Esquire Clean-

VERTICAL TUBULAR BOILERS



WITH OIL BURNER
AND AUTOMATIC CONTROLS
FOR No. 2 OIL



Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.

Made in eleven sizes from
3 H.P. to 50 H.P. 100 lbs.
working pressure.

LOOKOUT BOILER & MFG. CO.
CHATTANOOGA 1, TENN.

MANUFACTURERS OF
VERTICAL TUBULAR, VERTICAL TUBELESS, AND
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.



BOCK O-MATIC 85 TRAY-EX



BOCK O-MATIC 85 TRAY-EX



TRAY TOPS
IN MANY COMBINATIONS
Can Be Fitted to Any Open-End
Washer. No Heavy Lifting—No
Carts—No Mess. Tray Top
Drains Into the Extractor.

FULLY AUTOMATIC
Cover Opens Automatically at
End of Cycle. Mechanical Timer
Starts, Stops and Opens Ex-
tractor.

BOCK GYRO-BALANCING
Perfected by Bock—Originators
of Self-Balancing Extractors.
Smaller Center Post—No Drive
Pin.

BOCK O-MATIC DRIVE
Highly Successful Bock Fluid
Drive Coupling Combined With
Patented Self-Adjusting. Auto-
matic Brakes. Reduces Burden
on Motor, Increases Motor Life.
No Restrictions on Starts Per
Hour!

HIGH SPEED
Over 1600 RPM. The Fastest
30" Extractor on the Market
Extracts 85 Lbs. Every 6 Minutes.

CONVENIENT
Ample Toe Space. Big 23"
Basket Opening for Easy Load-
ing of Shag Rugs, Netted Shirts.

Out-produces extractors of
much greater capacity.

CAN BE INSTALLED ON MOST
FLOORS—NET WEIGHT 935 LBS.
SHIPPING WEIGHT 1175 LBS.



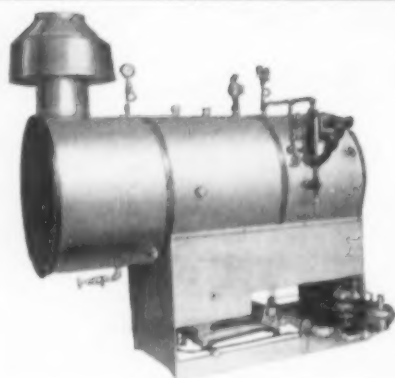
BOCK O-MATIC 85 EXTRACTOR
85 LB. (DRY WEIGHT) CAPACITY
BOCK-LITE (FIBERGLAS) CURB
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

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TOLEDO 3, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

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Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

41st Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

ers at First and Bent, Las Animas, Colo.

Terrill Beasley's Vogue Cleaners was scheduled to open in the Anaheim (Calif.) Park Shopping Center, Placentia Ave. and Anaheim-Olive Rd.

Rainbow Cleaners has been opened at 1501 S. Ninth St., Salina, Kans.

Town and Country Cleaners has established a new unit at 895 W. Whittier Blvd., La Habra, Calif.

A storage vault has been added at Gullett Cleaners, Ponca City, Okla.

Evans Street Cleaners has been established by John A. Yelenick at 2130 S. Colorado Blvd., Denver, Colo.

Main Street Cleaners has been opened by Paul Genetex at 76 Main St., Bountiful, Utah.

Boulevard Cleaners will occupy space in the recently opened Eastland Shopping Center, West Covina, Calif.

Sparkle Cleaners and Laundry has been opened on San Bernardino Rd., Covina, Calif.

Quality Cleaners, 135 S. Ninth, Slayton, Tex., has added a storage vault.

Thrifty-D-Lux Cleaners has opened its 109th unit, at 828 S. Lincoln, Venice, Calif. Manager of the new operation is Sidney Herman.

Fanset Cleaners and Laundry was scheduled to open in a newly constructed building on Verdugo Rd., Montrose, Calif., about December 1.

Bader Cleaners, 118 E. Kansas, McPherson, Kans., has installed a storage vault.

American Cleaners, 114 N. Cortez St., Prescott, Ariz., has been sold by Mayor Ralph Watson to Mr. and Mrs. Thomas H. Patterson.

Beacon Cleaners, Redondo Beach, Calif., has opened its fourth plant, in the new South Bay Center, Elmer Dunscomb and Arthur Warren are the owners.

A storage vault has been added at Bell Cleaning Co., 4815 Columbia, Dallas, Tex.

An official opening was held at Market Cleaners and Laundry,

600 W. Arbor Vitae, Inglewood, Calif. This is the fifth establishment owned by Jack Richards and his wife, Jean.

Ralph Hines is the new owner and operator of J & W Cleaners, 3523 Verdugo Rd., Montrose, Calif.

Construction of a new building to house Elk Cleaners and Laundry, Elk City, Okla., was started recently, according to Doug Myers, owner.

A business license has been issued C. E. Brown for a dry-cleaning establishment at 3134 Kettner Blvd., San Diego, Calif.

Mr. and Mrs. Sig Barbo have taken over Rainbow Dry Cleaners, 3416 Rio Linda Blvd., Sacramento, Calif.

A storage vault has been added at Stevens Expert Cleaners, 2406 Classen, Oklahoma City, Okla.

NORTH WEST



Plans for establishment of a drycleaning concern at 1705 and 1715 State St., Salem, Ore., have been announced by Coburn L. Grabenhorst.

Essman's Cleaners has been established at 840 Park St., Idaho Falls, Idaho, by Vern Essman.

Mr. and Mrs. Hale Wheeler have taken over Medford (Ore.) Cleaners, 34 N. Holly St., from Robert C. Wright and O. M. DeHeart. The Wheelers had operated the establishment for about 20 years up to 1950.

Ralph Bode is now the sole owner of Band Box Cleaners, Lake Preston, S. D., having pur-

chased W. J. Kelly's interest. Mr. Kelly has purchased a cleaning business in Windom, Minn.

Joe Turner has resumed management of Homedale (Idaho) Cleaners, which he had leased to Mr. and Mrs. Milford House a year ago.

A grand opening was held recently at City Dry Cleaners, Culbertson, Mont., by Mr. and Mrs. Pete Hauck.

Construction is now under way in Empire, Ore., on a new drive-in for Wardrobe Cleaners of Coos Bay. The firm is owned by brothers Joe, Bill and Carl Auer.

GROSS STAR



TRIPL-SAFE GRID PLATE
Masters ANY Fabric

The Grid Plate that CAN'T make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mastergram	\$21.75
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GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPL'D FOR

MFG. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN
STEAM FILTER

OBITUARIES

Lena M. Green, 78, operator of a drycleaning establishment in Grand Rapids, Michigan, died recently. Mrs. Green operated the concern with her husband for many years. She was a life member and past matron of Peninsular Chapter No. 65, OES, and member of the Past Matrons' Association. Surviving is a son.

GOLD-MAN OFFSET FINISHER
6 WAYS BETTER ...

- "Vac-Lock"
- Cold-Head-Hot-Head
- Oilless Bearings
- Rigid Balance Frame
- Highly Polished Aluminum Head
- Heavy Duty Shock Absorber

GOLDMAN PRESSING MACHINE CORP.
 400 WEST BROADWAY NEW YORK 12, NEW YORK



NEW

Qualitex SUN GLOW
 pad and cover
 see the January issue

QUALITY PRODUCTS CO.



Alfred Nelson Lewis, 60, co-owner of Courtesy Cleaners, Houston, Texas, died recently. Survivors include his mother, two brothers and a sister.

Nicholas S. Missad, 44, senior partner and manager of Economy Shoe Repair and Dry Cleaners, Grand Rapids, Michigan, died recently. Mr. Missad was a member of Grand River Lodge No. 34, F&AM, Grand Rapids Chamber of Commerce, DeWitt Clinton Consistory and Saladin Shrine Temple. Survivors include his wife, two children, and two brothers, who were associated with him in the business.

John J. Novak, 69, operator of Avenue Tailor & Cleaning Company, Cleveland, Ohio, died recently. He is survived by his wife.

Walter Arthur Smith, 71, owner of Don-Henry Dry Cleaning, Los Angeles, California, died recently. Mr. Smith is survived by his wife and six children.

Louis Ungar, 64, partner in Independent Dry Cleaning Company, Cleveland, Ohio, died recently. Born in Hungary, Mr. Ungar came to the United States forty-four years ago. He was past president of Local 184 of the Dry Cleaning Drivers Union. He was a member of Post 14 of the Jewish War Veterans and Deak Lodge No. 334 of the Knights of Pythias. Surviving are two sons and two daughters.

MEETINGS SCHEDULED

December 6, 7 and 8—Michigan Institute of Drycleaning, Inc., Annual Convention, Fort Shelby Hotel, Detroit.

December 7 and 8—Mississippi Laundry and Cleaning Association, Annual Convention, Robert E. Lee Hotel, Jackson.

December 7 and 8—Wisconsin & Upper Michigan Drycleaning Institute, Annual Convention with Exhibit, Pfister Hotel, Milwaukee.

1958

January 11 and 12—Minnesota Institute of Laundering and Cleaning, Inc., Annual Convention, Hotel Lowry, St. Paul.

January 13, 14, 15 and 16—National Institute of Rug Cleaning, Annual Convention, Sheraton Hotel, Philadelphia, Pennsylvania.

January 15, 16, 17 and 18—National Institute of Drycleaning, Annual Convention, Hotel McAllister and Municipal Auditorium, Miami, Florida.

January 24, 25 and 26—Louisiana Laundry & Cleaners Association, Annual Convention, Bentley Hotel, Alexandria.

January 25—New Jersey Laundry & Cleaning Institute, Annual Convention, Essex House, Newark.

January 26 and 27—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Windsor Hotel, Montreal, Quebec.

January 31, February 1—Utah State Dry Cleaners Association, Annual Convention, Hotel Utah, Salt Lake City.

January 31, February 1 and 2—Texas Laundry and Dry Cleaning Association, Annual Convention, Hilton Hotel, San Antonio.

February 26, 27, 28, March 1 and 2—American Institute of Laundering, Annual Convention and Exhibit, Conrad Hilton Hotel and International Amphitheatre, Chicago, Illinois.

March 7 and 8—North Carolina Association of Launderers & Cleaners, Inc., Annual Convention, Hotel Charlotte, Charlotte.

MONEY MAKERS
 by *Bill Glover*

Bill Glover 5204 E. 15th St.
 Kansas City, Mo.

Please send us information on:

Washers	Washer Extractors
<input type="checkbox"/> 25 pound	<input type="checkbox"/> 60 pound
<input type="checkbox"/> 40 pound	<input type="checkbox"/> 100 pound
<input type="checkbox"/> 60 pound	<input type="checkbox"/> 200 pound

NAME _____
 ADDRESS _____
 CITY _____ STATE _____



Washer Extractor
 60 lb.
 25 lb.

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If you have a laundry department that's growing from a sideline into a major operation, you need

STARCHROOM LAUNDRY JOURNAL

Top Magazine in the Laundry Industry Since 1893

Just as NATIONAL CLEANER & DYER is the recognized authority in drycleaning, STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundering. Every issue of the JOURNAL specializes 100% in how to do a bigger, better laundry business, how to do it faster and more efficiently, and, *most important*, how to do it at a *higher profit*.

In the JOURNAL you'll find the solutions to your everyday laundry problems . . . case histories from all over the country, telling how other laundrymen are making more money . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

Because you're a paying subscriber to NATIONAL,

**YOU CAN GET THE JOURNAL AT A
BIG 50% REDUCTION IN PRICE!**

Your subscription to the JOURNAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, if you've got a *real* laundry operation, you need a *real* laundry magazine, and that's STARCHROOM LAUNDRY JOURNAL. Clip and mail the handy coupon today!

TO: **STARCHROOM LAUNDRY JOURNAL**, 305 East 45th Street, New York 17, N. Y.

Please enter my one-year subscription to the JOURNAL at the special price of only \$2.00.

We provide the following laundry services (please check):

Shirt Finishing ☐

Bachelor Bundles ☐

Wash, Dry and Fold ☐

Linen Supply ☐

Complete Laundry Service ☐

Remittance enclosed ()

Send bill ()

Company _____

Street _____

City _____

State _____

Individual _____

Title _____

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

CENTRAL FLORIDA: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. **ADDRESS:** Box 7956, **NATIONAL CLEANER & DYER.** -2

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. **ADDRESS:** Box 8134, **NATIONAL CLEANER & DYER.** -2

FOR SALE—Drive-in package One-Hour laundry and cleaning plant doing \$1,500 per week. Located in industrial city of Virginia. Very profitable operation, cost \$75,000 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed. **FOR SALE—One-Hour package cleaning plant** doing \$800 per week. Main Street location with parking area. Completely remodeled in 1954 at cost of \$18,000. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia. **FOR SALE—old reliable cleaning plant** remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed. **THESE THREE** plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Virginia. Phone 2-2156. 8164-2

EXCLUSIVE drycleaning business, well equipped. Good lease including living quarters, excellent for couple. **TOP prices** (suits \$8.50 up, ladies' suits \$4.50 up, ladies' coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice \$10,000. Easy terms, retiring. **Exclusive Cleaners, 604 South Main Street, Santa Ana, California.** Phone Kimberly 3-7977. 8214-2

Missouri county-seat town near Ozarks. Well-equipped solvent plant, gross \$15,000. Ideal for couple; health forces sale. Quality Cleaners, 117 E. Jefferson, Clinton, Mo. 8223-2

For sale: Cleaning plant in thriving Oregon town. Air base under construction, other major industries soon due; \$30,000 gross at \$1.75 prices, good lease, well worth \$16,500. \$5,000 down with easy payment. Mr. E. L. Blevins, 129 S. Seventh St., Klamath Falls, Ore. 8243-2

For sale, modern drycleaning plant and shirt laundry. One hundred miles from Los Angeles. City of 125,000. Fine corner location with plenty room for expansion. Present volume \$800 weekly cash-and-carry, can be doubled in short time. Owner wishes to retire. \$20,000 cash required. **ADDRESS:** Box 8260, **NATIONAL CLEANER & DYER.** -2

Modern solvent plant in fast-growing northern Colorado city. Complete drycleaning facilities with latest equipment and highly skilled help. Annual gross \$80,000. Real estate included. Modern drive-in plant with two branch offices and route service. Established 35 years under one owner who wishes to retire. Excellent climate and year-round volume. Price \$100,000. Will discuss terms. **ADDRESS:** Box 8262, **NATIONAL CLEANER & DYER.** -2

For sale—Cleaning plant in **SOUTHERN MICHIGAN COLLEGE TOWN**, synthetic plant, sale by owner. **ADDRESS:** Box 8397, **NATIONAL CLEANER & DYER.** -2

Southern Indiana cleaning plant. A-1 equipment, doing \$35,000 yearly, priced at \$35,000. Long-term lease on building, with option of buying. Living quarters optional. Osgood Cleaners, Osgood, Indiana. 8599-2

California central valley, combination 4% solvent drycleaning, laundry and linen supply. Volume \$90,000 annually, increase 10% yearly. Two parcel deliveries and equipment excellent condition. Ample floor space, long building lease or sale. Owner retiring. **ADDRESS:** Box 8302, **NATIONAL CLEANER & DYER.** -2

Mercury drycleaning plant, established 10 years. In one of the best small towns in the state. Lake resort and industrial area. Top prices cash-and-carry. Drive-in parking. Includes real estate. Address: Linden Cleaners, 214 W. Broad St., Linden, Mich. 8307-2

FOR SALE: Drycleaning plant in northern Saskatchewan, Canada. Complete up-to-date drycleaning equipment plus a shirt unit and large storage vault. Two-story brick and plaster building with five-room apartment upstairs. Also six-room living quarters on lot which is 66 by 120. Drycleaning volume approximately \$100,000 and can handle considerably more. Owner wishes to retire. **ADDRESS:** Box 8315, **NATIONAL CLEANER & DYER.** -2

FOR QUICK SALE—MODERN CLEANING PLANT, LAUNDRY, BUILDING. COMPLETE PRICE \$18,000. TERMS AVAILABLE. ONLY PLANT IN TOWN. Chance of a lifetime. Box 566, Big Sandy, Montana. 8317-2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established location 28 years. Just off Wilshire Boulevard. \$80,000 will handle. Good lease. Ample parking. **ADDRESS:** Box 8391, **NATIONAL CLEANER & DYER.** -2

PLANT FOR SALE. In Akron, Ohio. This plant is established 30 years. Owner wishes to retire. Requires small amount of money. Will give 10-year lease. Has a drive-in and good equipment. Two trucks 1957 and 1955 Chevrolet. Has wonderful future for the right man. If interested, would advise you to come to Akron and see it for yourself. **DAY CLEANERS, 467 W. Cedar St., Akron 7, Ohio.** 8332-2

Indiana: Modern quality solvent plant plus shirt laundry. Established 22 years. Owner retiring, priced right. **ADDRESS:** Box 8340, **NATIONAL CLEANER & DYER.** -2

LAUNDRY, DRYCLEANING, STORAGE PLANT. Good industrial city in southern New England. Opportunity for young man. Doctor orders owner to retire. **ADDRESS:** Box 8235, **NATIONAL CLEANER & DYER.** -2

MUST SELL IMMEDIATELY: Long-established synthetic drycleaning plant in 40-by-120 brick building, two apartments and vast storage space on second floor, located center of large Carolina city. Finest quality work at high prices. Volume \$70,000. Profit \$15,000. Long lease. Selling at sacrifice, \$15,000 cash; balance easy terms. **ADDRESS:** Box 8342, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Laundry, drycleaning and storage plant in Mississippi. Established 1927. Two owners. Good trade area. 1957 volume about \$160,000. Present employees can carry on business should buyer not want to take active management. Employee relations excellent. Land, building, machinery and trucks less than replacement. Reason for selling will be told interested buyer. **ADDRESS:** Box 8343, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANT—Complete—located in rapidly growing Will County suburb in Chicago commuting region; grosses over \$19,000; can double volume easily; illness of husband and wife forces sale; good lease and favorable terms to qualified buyers; give background and references in your reply. **ADDRESS:** Box 8346, **NATIONAL CLEANER & DYER.** -2

NORTH CENTRAL FLORIDA: Cleaning plant, well established, university city, population over 50,000, 1956 volume \$65,000. With or without real estate. **ADDRESS:** Box 8345, **NATIONAL CLEANER & DYER.** -2

For sale: Modern drycleaning plant, in western North Dakota. Priced for quick sale. See or write—phone 7151, Paul Heverluk, Box 55, Belfield, N. D. 8353-2

Florida—Palm Beach, near Pratt and Whitney plant, synthetic plant. Gross \$35,000 yearly, terms. Ideal for couple seeking semi-retirement. **ADDRESS:** Box 8354, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS FOR SALE (Cont'd)

Middle Tennessee. Well-equipped solvent plant. Doing good business. Thriving industrial town, priced for quick sale. \$6,000. ADDRESS: Box 8362, NATIONAL CLEANER & DYER.

FOR SALE: Owner retiring from established drycleaning business in rapidly growing Rockland County, located in shopping center on main highway in area of over 600 new homes with several hundred more contemplated. **SALE OF BUSINESS:** Includes 40 x 60 masonry brick front building which has provision for second story with 20 x 30 cold storage vault attached to rear of building. Building and vault valued at \$40,000. **EQUIPMENT:** Complete Martin drycleaning equipment with shirt laundering unit, cost \$21,000, delivery truck. **GROSS BUSINESS** in excess of \$3,000 per month and rapidly increasing. Owner will remain with purchaser until wholesale and retail route accounts are established with purchases and operation taken over. **PRICE—asking \$80,000—TERMS—**50% cash. For further information, call us—**ROLAND AGENCY, INC.**, Broadman Bldg., Stony Point, New York, STony Point 6-2772, 2773. 8355-2

Drycleaning and laundry drive-in, main thoroughfare. Fastest growing section of metropolitan Washington, D. C. \$100,000 dollar missile plant being built within a few blocks. \$100,000 gross sales. Building 90 x 100, adjoining lot 50 x 220 ft. from street to street. An open invitation to triple volume. Owner retiring. \$150,000 including property. Terms to responsible people. ADDRESS: Box 8356, NATIONAL CLEANER & DYER.

CLEANING PLANTS WANTED

Wanted to buy: Medium-sized cleaning plant with a volume around \$400 per week. ADDRESS: Box 8352, NATIONAL CLEANER & DYER.

BUSINESS OPPORTUNITIES

RETAIL DRYCLEANING PLANT, over \$100,000 gross nets over \$20,000, finest quality plant \$60,000 and option to buy building. Will consider partner. Baltimore, Md. **RETAIL DRYCLEANING PLANT**, shirts, \$150,000 gross, best location, five trucks, \$30,000 net. \$90,000. Baltimore, Md. **WHOLESALE DRYCLEANING PLANT AND STORE**, over \$200,000 gross, owners want to retire. Old established. In fee or will take partner or lease. Baltimore, Md. **RETAIL PLANT WITH EIGHT STORES**, gross \$100,000, fine profits. Owner wants to retire. Baltimore, Md. **LAUNDRY**, well established, doing over \$80,000 gross, 80% over the counter and plant. Nets over \$20,000, excellent location. \$60,000. Baltimore, Md. **FOR THOSE AND OTHER PLANTS LARGE AND SMALL, CONTACT DRY CLEANING PLANT SPECIALIST, ROBERT HORN, REPRESENTING VIRGINIA GRIFFIN, REAL ESTATE, 1006 REISTERTOWN, RD., BALTIMORE 8, MD.** 8351-11

DRYCLEANING PLANT and five-room **HOUSE**, central Florida, main street. Cash carry drive-in. Net \$10,000. Five-room tastefully furnished, concrete, tile floor home. Select neighborhood, three blocks schools. Ask \$49,800. Excellent opportunity. Write B-9612. **DRYCLEANING PLANT—N central Ky**. Net \$5,502 eight months 1957. Excluding franchise. One-hour cleaning service, hat blocking. Good potential shirt laundry. Bluegrass country. Excellent main street highway location. A-1 equipment. Ask \$35,500. Write B-9643. **DRYCLEANING PLANT—W**. Ask \$40,000. Area, first-class operation. Established 1947. A-1 building and equipment. A real money maker. Ask \$35,000 including valuable downtown location. Write B-9697. **DRYCLEANING PLANT—S**. central Mississippi. A-1 plant equipment handles double volume. Valuable downtown corner location. Modern decorations. Tourist paradise, beach, yacht club, luxurious resorts. Established 1946. Real money maker. Ask \$41,250. Write B-9699. **DRYCLEANING PLANT, NORTH UTAH**, well-established business, with fine reputation, central location in large city. Equipment ample and in excellent condition. Asking \$12,500. Write B-24617. **DRY-CLEANING AND LAUNDRY—N.W. NEW YORK**, price \$75,000 including real estate, building, fixtures, equipment and delivery trucks. Well established. Expansion potential. Net \$51,000 yearly, free and clear. Ref. B-42851. **BUSINESS MART OF AMERICA**, 5723 Melrose Ave., Los Angeles 38, Calif. 8361-11

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 5 Commercial Street, Malden 48, Mass. 7577-25

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LED won't pull color.

8275-7

PLANT MANAGER—Excellent opening in a new medium-sized synthetic plant located in southwestern Michigan. Very desirable living conditions in medium-sized city. Old-established firm needs a man who can assume the responsibility of plant production. Institute graduate preferred. Permanent position with good opportunities. Write stating age, present employment, personal and business references. ADDRESS: Box 8092, NATIONAL CLEANER & DYER.

SALES MANAGER—large family and commercial cleaning and laundry plant located in Houston, Texas, has position for man with good sales ability and proven record. Must be able to organize, train and run aggressive sales organization. Excellent salary and bonus arrangements. ADDRESS: Box 8293, NATIONAL CLEANER & DYER.

SALESMAN BE WISE! LIVE IN COLORADO! We are a new, aggressive company with Philco-Bendix franchise and other top laundry and drycleaning lines. Colorado, Wyoming, west Nebraska and Oklahoma. Will need one or more top salesmen to develop maximum volume in all fields including coin stores. Good draw and high commission. Executive future possible. Must have successful background. Send complete resume of experience. State age. Enclose recent snapshot. **WRITE—MARCHEK EQUIPMENT COMPANY, 585 SAULSBURY ST., DENVER 15, COLO.** 8319-7

WE WANT A GOOD ALL-AROUND MAN FOR PACKAGE PLANT. TAKE COMPLETE CHARGE. STATE QUALIFICATIONS. QUEEN CLEANERS, 420 WATERTOWN ST., NEWTON, MASS. 8324-7

PLANT SUPERINTENDENT, wanted to run a wholesale plant, taking full charge. Must know the business, equipment, and how to handle help. Top wages and steady. Plant located in Albany, N. Y. ADDRESS: Box 8329, NATIONAL CLEANER & DYER.

WORKING MANAGER, MUST BE QUALITY SILK SPOTTER, AND KNOW ALL PHASES OF OPERATING UP-TO-DATE RETAIL SOLVENT DRYCLEANING PLANT. EXCELLENT OPPORTUNITY FOR RIGHT PERSON. GIVE DETAILS REGARDING YOURSELF AND QUALIFICATION IN FIRST LETTER. ADDRESS: Box 8335, NATIONAL CLEANER & DYER.

Mustard spots? Quick, Claude, the LED!

8277-7

CHEMIST: OHIO CHEMICAL COMPANY WANTS CHEMIST VERSED IN FORMULATING DRYCLEANING CHEMICAL SPECIALTIES. FULL-TIME OR CONSULTANT BASIS. ADDRESS: Box 8338, NATIONAL CLEANER & DYER.

Large package unit **DRYCLEANING CHAIN NEEDS TRAVELING SUPERVISORS**. Tennessee, Virginia, and South Carolina territories open immediately. **WHITE—S. C. FINN, 3410 SEGOVIA, CORAL GABLES, FLORIDA.** State age, experience, education, references, and expected starting salary. 8349-7

WANTED: SPOTTER-MANAGER, PETROLEUM PLANT, LOS ANGELES. GOOD SALARY, PLUS PROFIT PARTICIPATION. ADDRESS: Box 8350, NATIONAL CLEANER & DYER.

SPOTTER WANTED: TOPNOTCH MAN for synthetic retail plant. Wonderful opportunity for right man. Plant in Queens, N. Y. Please state full particulars in reply. ADDRESS: Box 8357, NATIONAL CLEANER & DYER.

SPOTTER: All around in our drycleaning department, experienced only, steady year round. Work five days a week, good pay, vacation and sick benefits. Apply now. Dyckman Laundry & Drycleaning, Inc., 66 Herthill Road, Glen Cove, Long Island, N. Y. 8358-7

MANAGER FOR LARGE INDUSTRIAL CLEANING AND UNIFORM RENTAL SERVICE PLANT. CAPABLE OF ASSUMING COMPLETE MANAGEMENT AND RESPONSIBILITY. MUST LOCATE IN CONN. AREA. EXECUTIVE-TYPE PERSON ONLY NEED APPLY. GIVE COMPLETE RESUME OF PAST EXPERIENCE. ADDRESS: Box 8363, NATIONAL CLEANER & DYER.

MANAGER: FOR OLD-ESTABLISHED RETAIL SOLVENT DRYCLEANING PLANT IN THE CITY OF DETROIT. MUST BE EXPERIENCED AND CAPABLE OF MANAGING ENTIRE PLANT. PLEASE STATE AGE, EXPERIENCE AND FURNISH REFERENCE. ADDRESS: Box 8367, NATIONAL CLEANER & DYER.

Silk spotter, experienced, in Akron, Ohio. Must have references. If you are ambitious and not afraid to work, you can own my drycleaning plant as I wish to retire. We have been established here for 30 years. Contact Mr. A. H. Terr at Day Cleaners, Inc., 467 W. Cedar St., Akron 7, Ohio. 8368-7

MANUFACTURERS' REPRESENTATIVES

Manufacturers representative—West Coast. Seven products chemical specialty line. Eight Western jobbers at present. Can you make it eighteen? ADDRESS: Box 8271, NATIONAL CLEANER & DYER.

SITUATIONS WANTED

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purpose. ADDRESS: Box 8060, NATIONAL CLEANER & DYER. 5

Experienced silk-wool spotter, quality work. Sober, reliable, married man, desires steady position. Northeastern states. ADDRESS: Box 8303, NATIONAL CLEANER & DYER. 8303-5

Production and quality laundry and drycleaning superintendent. Train operators in all departments. Hold overhead expenses down. 10 years with government, 13 years in civilian plants. Best references, sober, married. Position must be steady. ADDRESS: Box 8341, NATIONAL CLEANER & DYER. 5

Sales manager. Well experienced as a manager in training routemen how to sell drycleaning service. Use a sales control method. Know inside production as well. Can prove results. ADDRESS: Box 8348, NATIONAL CLEANER & DYER. 5

Expert cleaner and spotter with eleven years experience, interest in employment in the West Coast area. Also four years experience in operation of automatic cleaning machine. 35 years old, married, good working habits. Not a drinker. For further information. ADDRESS: Box 8359, NATIONAL CLEANER & DYER. 5

I want good job as silk spotter or drycleaner. 18 years experience. Will go anywhere. Steady, most reliable. ADDRESS: Box 8364, NATIONAL CLEANER & DYER. 5

MANAGER SILK-SPOTTER, 25 years experience. Capable of training help in all departments. Wants steady position with a future. ADDRESS: Box 8365, NATIONAL CLEANER & DYER. 5

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 42. Twenty-two years in the cleaning industry. ADDRESS: Box 8366, NATIONAL CLEANER & DYER. 5

SALESMEN-DISTRIBUTORS WANTED

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc., 312 E. 102nd St., New York 29, N. Y. 7430-14

Difficult stains? Put LED in your plants! 8272-14

No soap but plenty of fast-selling chemical specialties. Young growing company wants experienced salesman to travel established Midwest territory. Draw, commission, travel and car allowance. Give full details. Replies held confidential. ADDRESS: Box 8270, NATIONAL CLEANER & DYER. 14

DISTRIBUTORS-INDEPENDENT SALESMEN sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7456-14

MISCELLANEOUS

FANTASTIC: So much advertising for so little money. . . . One gross fine quality combs, pocket and purse, gold-imprinted to your specifications (up to 26 letters) for only \$5. Use as gifts to customers or as door openers on solicitations. Orders filled same day received. Send cash or check to Darko Products Co., Dept. N, 2659-61 Shelby Street, Indianapolis 3, Indiana. 8220-8

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BEST SIGN VALUE FOR CLEANERS. Four colorful 21 x 28 paper posters and ten assorted pennants and streamers all for \$5. Shipped prepaid if check accompanies order. Geo. Aurea Co., 1405 Tower Grove Avenue, St. Louis 10, Mo. 8227-8

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LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 5, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932. 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work AND prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricom method. First in the field. A professional home study course. Write for FREE details. Fabricom, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

We teach re-weaving by mail. New all metal instrument, easy to use instructions. Write for free literature. F. S. Peters, 1901 South Jackson Street, Little Rock, Ark. 8360-15

BUSINESS SERVICE

P. S. YOU CAN CLEAN FURS WITH FUR-HEEL CHEMICALS 7929-10

Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail. Talis & Company, 11 Pleasant St., Worcester, Mass. 8137-10

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost. reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

SEWING ROOM SUPPLIES

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-42

SUEDE, LEATHER AND FUR SERVICES

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to THE SUEDE KING, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1696 Pitkin Ave., Brooklyn 18, N. Y. 5649-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa. 6055-13

SUEDE and LEATHER—Cleaned, dyed, refinished. Guaranteed "TRENCH-TEX" process. Jackets—\$5, coats—\$10. LaFRANCE DYE HOUSE, 946 Shelby St., Youngstown, Ohio. 7947-13

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

FUR PROBLEMS—We replace burnt fur, repair or remodel into any style fur coat or cape at low wholesale costs. Send us your next problem. Fast service. FUR ACRES, 326 North Eutaw Street, Baltimore 1, Maryland. 8120-13

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HEDDA MOHL, REWEAVER, formerly VIENNA, PARIS. Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 432 Montrose Ave., Chicago 13. 4839-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS, MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO DAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. H, 428 Avenue A, Rochester 21, N. Y. 5831-29

The old reliable **"BERBER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERBER DAMAGE REWEAVING COMPANY,"** 725 Madison Ave., New York 21, N. Y. 5966-29

REWEAVING. Complete SALES KIT FREE including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE, 413 Race St., Cincinnati 2, Ohio. 6066-29**

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS, 413 Race St., Cincinnati 2, Ohio. 7369-29**

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS, 1412 Adams St., Toledo 2, Ohio. 7446-29**

MACHINERY WANTED

Wanted: From 1 up to 100 used Hoffman presses VCO-56 and XCO-56. Address: Importaciones y Exportaciones Universales, Carretera a Saltillo No. 1, Monterrey, N. L., Mexico. 8282-3

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pastour 113, MEXICO 7, D. F., MEXICO. 5703-3

POWER PLANT EQUIPMENT FOR SALE

50 horsepower Amesteam generator package unit, gas and oil combination, and Hoffman 10-press air vacuum, both A1 condition, purchased new in 1949. Reason for selling, too small. Harry Foster Cleaners, Cumberland, Md. 8314-36

MERCHANDISE FOR SALE

MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-19

Our 43 years' experience, your assurance of quality on wholesale dye work. **"We Know How."** **WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12**

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loebel's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA. 7003-12**

Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24 to 48 hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2311 County St., Portsmouth, Virginia. 7638-12**

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, sundies, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST., ROCHESTER 11, N. Y. 7256-12**

MACHINERY FOR SALE

LED pipe cinch on all stains! 8273-4

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new equipment price. **Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8254-4**

Hoffman model XC05, XC06, and XW12 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. **Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8255-4**

Plenty of mileage with **LED!** 8274-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6—NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8256-4

HIGH-SPEED EXTRACTORS, AMERICAN 17", MONEX 15" and 19", BOCK 20" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8257-4

We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 Ninth St., Long Island City 1, N. Y., Stillwell 6-6666. 8291-4**

No rings, no re-runs with **LED!** 8276-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4**

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4**

For sale **FUR FROST FINISHING MACHINE**, practically new, used short period of time, in top condition. \$450 delivered. **Merchants Chemical Co., 4007 Crittenden Drive, Louisville, Kentucky. 8346-4**

Brand-new and in original crates, Hoffman P50 Perc still, Hoffman RE10 legger press, Hoffman ARC010 topper air press. As a group or single at tremendous savings to you. **ADDRESS: Box 8347, NATIONAL CLEANER & DYER. -4**

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OUR READERS SAY

Information, Please

To the Editor:

Will you please send us the address of the National Institute of Drycleaning.

Also, we are interested in installing a night drop box. We have a plateglass front at our store and would like to contact someone who can install such a box into this window.

We shall appreciate any help you can give us in this matter.

BETTY LINER
West End One Hour Martinizing
Allentown, Pa.

The National Institute of Drycleaning, Silver Spring, Md., is sufficient address. Information on drop box was sent to the inquirer.—Editor

More on Merchandising

To the Editor:

I'd like to see more articles on merchandising drycleaning. In fact, if you have any literature on it I'd like to have it.

STANLEY W. CALKA
Cleaner-AMA-Dyer
Loudonville, N. Y.

We continually run merchandising stories and have at least one in every issue. Tear sheets of recent articles were sent to this new subscriber.

—EDITOR

Swiss Wants Mechanization

To the Editor:

With interest I read your article in the NATIONAL CLEANER magazine for August and I saw under page 46 what I need.

You told me when I visited your company in June this year that you would be helpful in all things about my cleaning questions.

Now I have installed a new plant in North Germany for a production of 500 suits daily and I need just the following information:

1. Is it possible to get a plant layout for this new modern plant?

What kind of new machinery and automation was chosen by Mr. Frank Watkins? (These new slickrails, around-the-plant conveyors and the office conveyors.)

2. More details about this marking system. I can understand that here many dollars will be saved.

3. Call-office mechanized. How does this automation system work that you can choose with numbers so the bag automatically moves forward?

RUDY WEGMANN
Thalwil-Zurich, Switzerland

Information requested has been sent our Swiss reader. Helpful for layout plans are our two booklets, "Guide to Plant Layout" and "Guide to Construction and Remodeling of Drycleaning Plants," available at \$1 each.

—EDITOR

Article Into Ad

To the Editor:

Just read your article on our "Quality Check" routine and it is a very well-written article, indeed. In fact, I would like to use the article as a basis for an ad in the newspaper, under the heading of "Local Firm Receives National Acclaim for Quality Control Plan," if this is all right with you.

In order to make up the ad we would require the two pictures on the first page of the article, the one showing the group inspecting the shirts and the other one of the wall chart.

BILL SNYDER
Langley's of Hamilton
Hamilton, Ont., Can.

For suggestions on how to utilize business paper writeup for local plant promotion, see "One Step Ahead of the Rest" in our November 1957 issue.

—EDITOR

Commends Public Service

To the Editor:

After reading your editorial in the August issue of the CLEANER & DYER magazine, it was interesting to us to note that you had been honoured by the N.I.D. in recognition of the services rendered to the Olympic team who went to Australia, in giving them drycleaning services.

We feel that this public spirit

should be enacted in all cities and towns by launderers and drycleaners as it has a great hand in promoting goodwill and public relations between the customer and the plantowner. Business institutes, by doing these public-spirited things in their communities, help to prove to the members of the community that they are not entirely mercenary but they do these things from the good of their hearts.

Some of the things that we do here are indicated by the enclosed copy of a letter which was recently written to the Canadian Trade Commissioner in this colony. We do have the privilege of enjoying good tennis here every year as the members of the Davis Cup team play in this area as tryouts for the team. We have had many noted players over the last few years. We also do other public-spirited things such as laundering and drycleaning clothes for the Red Cross, assisting in Boy Scout campaigns by putting bundle inserts in our laundry and drycleaning bundles advising the public of their efforts to raise more money. By doing these things you are helping yourself at the same time you are helping the public.

For the betterment of our industry and general good of the public, we wholeheartedly endorse the efforts of your magazine to make our members more public-spirited.

L. L. BEARDEN
General Manager
Sanitary Laundry Company, Limited
Port-of-Spain, Trinidad

Mr. Roy Blake
Canadian Trade Commissioner
Port of Spain
Dear Mr. Blake:

We note in today's Guardian that Canadian amateur athletes will be visiting in the colony on Sunday, September 15. No doubt, these young people are here to promote goodwill between Canada and the West Indies.

In the past it has been our policy, whenever visiting amateur athletes come from abroad, to try to be of assistance to them in allowing their drycleaning and laundry to be done free of charge. We hope you will not consider this an imposition because we volunteer to do this work for nothing, but it is more in line with the custom set up by the Sanitary Laundry Company Limited, as we too wish to promote goodwill among the people of this area.

If you would be so kind as to accept our offer we can give a quick service to these young athletes.

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

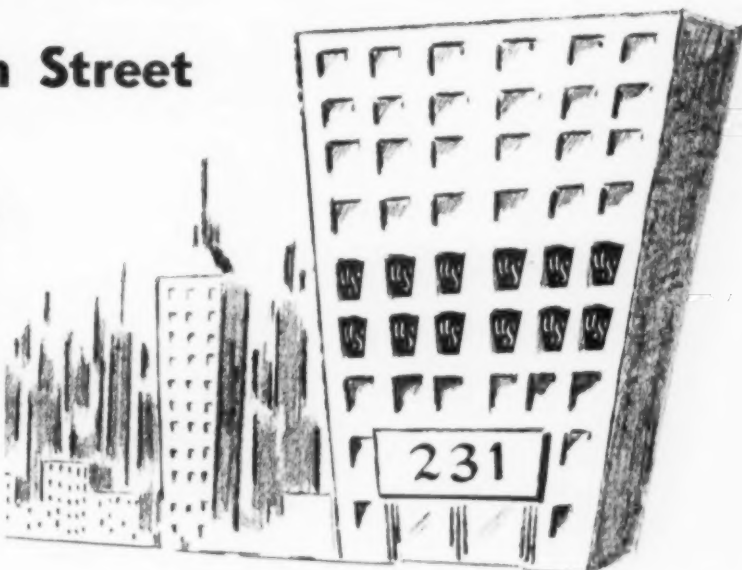
WHAT'S NEW?

**We have changed our quarters
We have changed our color
We have improved the machine**

OUR NEW HOME

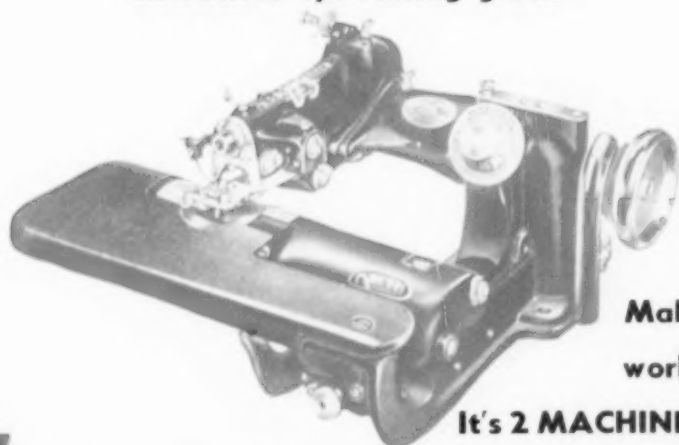
231 West 29th Street

*... where modern
facilities enable us to
give you the finest
service on the finest
blind stitch machines
in the world*



**OUR NEW
COLOR . . .**

Attractive eye-resting green



**ON OUR
Improved**

**U. S. MODEL
518-2**

**Makes ALL Alteration
work PAY DIVIDENDS**

It's 2 MACHINES for the PRICE of ONE

Hems Perfectly on ALL Materials Including Difficult Synthetics

YOU really can't afford to be without it!



**U. S. BLIND STITCH MACHINE
CORPORATION**

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NEW Butler soap & solvent saver*



**easiest way
we know
to save
\$800 a year**

If you use as little as 20 lbs. of filter powder a week, you can recover well over \$800 worth of solvent a year with the new Butler Soap & Solvent Saver—and with no more effort than turning a few valves! Jet transfer automatically removes muck from your filter every day. No bother, no clogging.

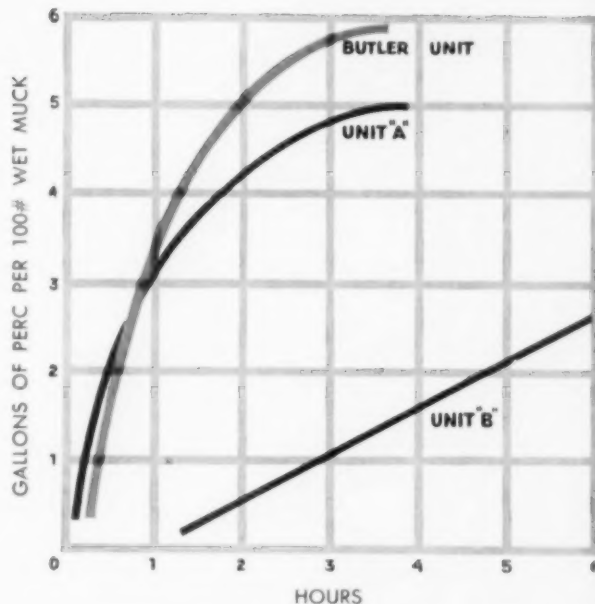
No daily cooking. Large holding capacity limits cooking to only once every one to three weeks, depending on the size of your synthetic unit and your volume.

No shoveling, no mess. After the solvent is reclaimed and returned to your unit, the "cooked" muck can simply be washed down the drain. What could be easier?

And that's not all. The Butler Soap & Solvent Saver also recovers $\frac{1}{3}$ gallon of soap per bag of filter powder. No other muck cooker will save soap. And it can be used with any filter—old or new.

Yes, this is the easiest, most convenient, cleanest way we know to save big money every year. Ask your Butler representative for complete details.

* Patent applied for



See for yourself how the Butler Soap & Solvent Saver compares with ordinary muck cookers.

Remember—everybody is interested in your business . . .

Butler is interested in your success!



BUTLER MANUFACTURING COMPANY

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Dept. 13, Room 602, 103 Park Avenue, New York 17, New York
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